

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	2	((("5237157") or ("4972504"))).PN.	USPAT	OR	OFF	2005/03/15 08:01
L2	2	((("6144848") or ("6148065"))).PN.	USPAT	OR	OFF	2005/03/15 08:07
L3	5	((("4746787") or ("4749982") or ("4752677") or ("4816904") or ("6131088"))).PN.	USPAT	OR	OFF	2005/03/15 08:07
L4	4	((("5041972") or ("5023435") or ("4851997") or ("4975841"))).PN.	USPAT	OR	OFF	2005/03/15 08:07
L5	21	((("4905080") or ("4992940") or ("4734858") or ("4839504") or ("4859837") or ("4868376") or ("4874935") or ("4988987") or ("5019697") or ("5025374") or ("4975841") or ("4603232") or ("4851997") or ("5109337") or ("4908761") or ("5041972") or ("4007355") or ("4092524") or ("4298793") or ("4367402") or ("4539472") or ("4625276") or ("4642685") or ("4677657"))).PN.	USPAT	OR	OFF	2005/03/15 08:07
L6	2	((("5438355") or ("5442759"))).PN.	USPAT	OR	OFF	2005/03/15 08:07
L7	34	L2 or L3 or L4 or L5 or L6	USPAT	OR	OFF	2005/03/15 08:29
L8	1	("5999908").PN.	USPAT	OR	OFF	2005/03/15 08:29
L9	3555	(product or commodity) near5 (survey or questionnaire or feedback or review or opinion)	USPAT	OR	ON	2005/03/15 11:29
L10	169	9 same (electronic\$5 or interactive\$5)	USPAT	OR	ON	2005/03/15 11:31
L11	264	remote\$3 near3 updat\$4 near3 (software or program)	USPAT	OR	ON	2005/03/15 11:31
L12	67	11 and market\$3	USPAT	OR	ON	2005/03/15 11:31

*considered  
Kovic*

*considered  
Kovic*

*8*

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	1180	kiosk and telephone	USPAT	OR	ON	2005/03/15 13:05
L2	506	kiosk and microphone	USPAT	OR	ON	2005/03/15 13:04
L3	307	1 and 2	USPAT	OR	ON	2005/03/15 13:05
L4	1	kiosk near5 (microphone and telephone)	USPAT	OR	ON	2005/03/15 13:05
L5	657	(product or commodity) near5 (survey or questionnaire or feedback or review or opinion) and (telephone or television or fax)	USPAT	OR	ON	2005/03/15 13:14
L6	702	(product or commodity) near5 (survey or questionnaire or feedback or review or opinion) and (telephone or television or fax or facsimile)	USPAT	OR	ON	2005/03/15 13:15

consider  
older  
reference  
①

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	648	(product or commodity) near5 (survey or questionnaire or feedback or review or opinion)	EPO; JPO; DERWENT	OR	ON	2005/03/15 11:38
L5	33	1 same (electronic\$5 or interactive\$5)	EPO; JPO; DERWENT	OR	ON	2005/03/15 11:41
L6	6	5 and (market\$3)	EPO; JPO; DERWENT	OR	ON	2005/03/15 11:41

*consult  
Kulc*

*D*

### Status: Path 1 of [Dialog Information Services via Modem]

### Status: Initializing TCP/IP using (UseTelnetProto 1 ServiceID pto-dialog)  
Trying 31060000009998...Open

DIALOG INFORMATION SERVICES

PLEASE LOGON:

\*\*\*\*\* HHHHHHHH SSSSSSSS?

### Status: Signing onto Dialog

\*\*\*\*\*

ENTER PASSWORD:

\*\*\*\*\* HHHHHHHH SSSSSSSS? \*\*\*\*\*

Welcome to DIALOG

### Status: Connected

Dialog level 05.00.10aD

Last logoff: 04mar05 07:15:27

Logon file405 15mar05 11:44:35

\*\*\* ANNOUNCEMENT \*\*\*

\*\*\*

--Important Notice to Freelance Authors--

See HELP FREELANCE for more information

\*\*\*

NEW FILES RELEASED

\*\*\*FDAnews (File 182)

\*\*\*German Patents Fulltext (File 324)

\*\*\*Beilstein Abstracts (File 393)

\*\*\*Beilstein Facts (File 390)

\*\*\*Beilstein Reactions (File 391)

\*\*\*

RELOADED

\*\*\*Medline (Files 154 & 155)

RESUMED UPDATING

\*\*\*Canadian Business and Current Affairs (262)

\*\*\*

>>> Enter BEGIN HOMEBASE for Dialog Announcements <<<

>>> of new databases, price changes, etc. <<<

\*\*\*\*

COREABS is set ON as an alias for 77,35,593,65,2,233,99,473,474,475.

COREFULL is set ON as an alias for 9,15,16,20,148,160,275,476,610,613,621,623,624,636,810,813.

SOFTFULL is set ON as an alias for 278,634,256.

EUROFULL is set ON as an alias for 348,349.

JAPOABS is set ON as an alias for 347.

HEALTHFULL is set ON as an alias for 442,149,43,444.

HEALTHABS is set ON as an alias for 5,73,151,155,34,434.

DRUGFULL is set ON as an alias for 455,129,130.

DRUGABS is set ON as an alias for 74,42.

INSURANCEFULL is set ON as an alias for 625,637.

INSURANCEABS is set ON as an alias for 169.

TRANSPORTFULL is set ON as an alias for 80,637.

TRANSPORTABS is set ON as an alias for 108,6,63.

ADVERTISINGFULL is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

INVENTORYABS is set ON as an alias for 8,14,94,6,34,434,7.

BANKINGFULL is set ON as an alias for 625,268,626,267.

BANKINGABS is set ON as an alias for 139.

HEALTHALL is set ON as an alias for COREFULL,COREABS,HEALTHFULL,HEALTHABS.

INSURANCEALL is set ON as an alias for COREFULL,COREABS,INSURANCEFULL,INSURANCEABS.

RESERVATIONALL is set ON as an alias for COREFULL, COREABS.

OPERATIONSALL is set ON as an alias for COREFULL,COREABS,INVENTORYABS.

TRANSPORTALL is set ON as an alias for COREFULL,COREABS,TRANSPORTFULL,TRANSPORTABS.

ADVERTISINGALL is set ON as an alias for COREFULL,COREABS,ADVERTISINGFULL.

SHOPPINGALL is set ON as an alias for COREFULL,COREABS,ADVERTISINGALL,47.  
INVENTORYALL is set ON as an alias for COREFULL,COREABS,INVENTORYFULL.  
BANKINGALL is set ON as an alias for COREFULL,COREABS,BANKINGFULL,BANKINGABS.  
PORTFOLIOALL is set ON as an alias for COREFULL,COREABS,BANKINGALL.  
TRADINGALL is set ON as an alias for COREFULL,COREABS,BANKINGALL.  
CREDITALL is set ON as an alias for COREFULL,COREABS,BANKINGALL.  
FUNDSALL is set ON as an alias for COREFULL,COREABS,BANKINGALL,608.

\* \* \*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?b corefull, coreabs

```
>>>          77 does not exist
>>>          233 does not exist
>>>2 of the specified files are not available
      15mar05 11:44:44 User242933 Session D212.1
          $0.00      0.218 DialUnits FileHomeBase
      $0.00 Estimated cost FileHomeBase
      $0.03 TELNET
      $0.03 Estimated cost this search
      $0.03 Estimated total session cost   0.218 DialUnits
```

SYSTEM:OS - DIALOG OneSearch

File 9:Business & Industry(R) Jul/1994-2005/Mar 14

(c) 2005 The Gale Group

File 15:ABI/Inform(R) 1971-2005/Mar 14

(c) 2005 ProQuest Info&Learning

**\*File 15: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 16:Gale Group PROMT(R) 1990-2005/Mar 15

(c) 2005 The Gale Group

**\*File 16: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 20:Dialog Global Reporter 1997-2005/Mar 15

(c) 2005 The Dialog Corp.

File 148:Gale Group Trade & Industry DB 1976-2005/Mar 15

(c)2005 The Gale Group

**\*File 148: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2005/Mar 15

(c) 2005 The Gale Group

File 476:Financial Times Fulltext 1982-2005/Mar 15

(c) 2005 Financial Times Ltd  
File 610:Business Wire 1999-2005/Mar 15  
(c) 2005 Business Wire.

**\*File 610: File 610 now contains data from 3/99 forward.**

Archive data (1986-2/99) is available in File 810.

File 613:PR Newswire 1999-2005/Mar 15

(c) 2005 PR Newswire Association Inc

**\*File 613: File 613 now contains data from 5/99 forward.**

Archive data (1987-4/99) is available in File 813.

File 621:Gale Group New Prod.Annou.(R) 1985-2005/Mar 15

(c) 2005 The Gale Group

File 623:Business Week 1985-2005/Mar 10

(c) 2005 The McGraw-Hill Companies Inc

File 624:McGraw-Hill Publications 1985-2005/Mar 10

(c) 2005 McGraw-Hill Co. Inc

**\*File 624: Homeland Security & Defense and 9 Platt energy journals added**

Please see HELP NEWS624 for more

File 636:Gale Group Newsletter DB(TM) 1987-2005/Mar 15

(c) 2005 The Gale Group

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 35:Dissertation Abs Online 1861-2005/Feb

(c) 2005 ProQuest Info&Learning

File 593:KOMPASS Central/Eastern Europe 2005/Mar

(c) 2005 KOMPASS Intl.

File 65:Inside Conferences 1993-2005/Mar W2

(c) 2005 BLDSC all rts. reserv.

File 2:INSPEC 1969-2005/Feb W4

(c) 2005 Institution of Electrical Engineers

File 99:Wilson Appl. Sci & Tech Abs 1983-2005/Feb

(c) 2005 The HW Wilson Co.

File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02

(c) 2001 THE NEW YORK TIMES

**\*File 473: This file will not update after March 31, 2001.**

It will remain on Dialog as a closed file.

File 474:New York Times Abs 1969-2005/Mar 09

(c) 2005 The New York Times

File 475:Wall Street Journal Abs 1973-2005/Mar 14

(c) 2005 The New York Times

Set Items Description

--- ----

?s (product or commodity) (n5) (survey or questionnaire or feedback or review or opinion)

Processing

Processing

Processed 10 of 24 files ...

Completed processing all files

14954163 PRODUCT

2425998 COMMODITY

2296747 SURVEY

184349 QUESTIONNAIRE

844385 FEEDBACK

3808622 REVIEW

2729424 OPINION

S1 120015 (PRODUCT OR COMMODITY) (N5) (SURVEY OR QUESTIONNAIRE OR  
FEEDBACK OR REVIEW OR OPINION)

?s s1 same (electronic\$5 or interactive\$5)

>>>Term "SAME" in invalid position

?s s1 (s) (electronic\$5 or interactive\$5)

120015 S1

0 ELECTRONIC\$5

0 INTERACTIVE\$5

S2 0 S1 (S) (ELECTRONIC\$5 OR INTERACTIVE\$5)

?s s1 and (electronic\$5 or interactive\$5)

```

120015 S1
0 ELECTRONIC$5
0 INTERACTIVE$5
S3 0 S1 AND (ELECTRONIC$5 OR INTERACTIVE$5)
?s s1 and (market$3)
120015 S1
0 MARKET$3
S4 0 S1 AND (MARKET$3)
?s s1 and (tv or television)
120015 S1
3201844 TV
3888791 TELEVISION
S5 7927 S1 AND (TV OR TELEVISION)
?s s1 and (reply or response)
120015 S1
327446 REPLY
3499246 RESPONSE
S6 15076 S1 AND (REPLY OR RESPONSE)
?s s5 and s6
7927 S5
15076 S6
S7 1486 S5 AND S6
?s s7 and (design or redesign)
1486 S7
6592723 DESIGN
153956 REDESIGN
S8 699 S7 AND (DESIGN OR REDESIGN)
?s 1 and (design or redesign)
Processing
Processing
Processing
Processing
Processed 10 of 24 files ...
Processing
Processed 20 of 24 files ...
Completed processing all files
29823314 1
6592723 DESIGN
153956 REDESIGN
S9 2513912 1 AND (DESIGN OR REDESIGN)
?s s1 and (consumer or customer) (n3) (wants or desires or problems)
Processing
Processed 10 of 24 files ...
Completed processing all files
120015 S1
5173895 CONSUMER
5897859 CUSTOMER
2465806 WANTS
105941 DESIRES
5620521 PROBLEMS
106602 (CONSUMER OR CUSTOMER) (3N) ((WANTS OR DESIRES) OR
PROBLEMS)
S10 1193 S1 AND (CONSUMER OR CUSTOMER) (N3) (WANTS OR DESIRES OR
PROBLEMS)
?s s9 and s10
2513912 S9
1193 S10
S11 493 S9 AND S10
?type s11/3,ab/all
>>>No matching display code(s) found in file(s): 65, 593, 623-624, 810, 813

Estimated cost of output requested is: $1540.35
Are you ready to receive all output? Y=Yes N=No H=Help
?n
TYPE Command cancelled.
?s s11 and (telephone or fax or television)
493 S11

```

4176921 TELEPHONE  
2724265 FAX  
3888791 TELEVISION

S12 208 S11 AND (TELEPHONE OR FAX OR TELEVISION)

?type.s12/3,ab/all  
>>>No matching display code(s) found in file(s): 65, 593, 623-624, 810, 813

**12/3,AB/1 (Item 1 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
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3123105 Supplier Number: 03123105

**Avon Unveils Its BeComing Retail Brand**

(Avon Products rolling out its first Avon Centers in select Sears and JC Penney stores)

Women's Wear Daily, v 181, n 84, p 5+

April 27, 2001

DOCUMENT TYPE: Journal ISSN: 0149-5380 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2149

**TEXT:**

photos omitted

NEW YORK -- It will be a pivotal turn in the 115-year history of Avon Products when the company unveils its first Avon Centers in select Sears, Roebuck & Co. and J.C. Penney Co. stores this August. The advent of BeComing, a more upscale 350-stockkeeping-unit beauty collection, will signal the beauty giant's first major step toward adding a distinct new retail business to attract a younger, more mall-driven consumer on top of its \$5.2 billion direct-selling business.

**12/3,AB/2 (Item 2 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
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2077405 Supplier Number: 02077405

**DKNY Aims to Be Key Player**

(DKNY signs licensing agreement with Wacoal America to produce a collection of women's innerwear and men's underwear under the DKNY label)

Women's Wear Daily, v 175, n 34, p 13

February 23, 1998

DOCUMENT TYPE: Journal ISSN: 0149-5380 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1500

**ABSTRACT:**

DKNY has signed a licensing agreement with Wacoal America to produce a collection of women's innerwear and men's underwear under the DKNY label. Designer Donna Karan says the DKNY innerwear collection will "embrace the eclectic moods of New York, from sexy and sleek to cozy and comfy." Industry sources estimate annual sales of DKNY underwear could reach \$200 mil. Distribution will initially focus on stores that already sell DKNY apparel in the US, Canada and Europe. The collection will eventually be offered in Japan and elsewhere in Asia. It will also be sold at freestanding DKNY shops.

**12/3,AB/3 (Item 3 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
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1925623 Supplier Number: 01925623

**A Tough-Looking Sweetheart**

(The Honda CR-V subcompact sport utility has been introduced and is discussed in detail)



August 25, 1997

DOCUMENT TYPE: Journal ISSN: 0005-1802 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1195

**ABSTRACT:**

The Honda CR-V subcompact sport utility has been introduced and is discussed in detail. It features a full-time all-wheel-drive system. It is built on the Civic platform. The vehicle tested in the article had a 103.2 inch wheelbase and a curb weight of 3,153 lbs. It was 177.6 inches long and 68.9 inches wide. Its front and rear suspension includes double-wishbone, coil springs, gas-filled shocks, and an antiroll bar. It has a fuel capacity of 15.3 gallons, and it features 29.6 cubic ft of cargo. A lengthy **review** of the **product** is provided, along with two charts that provide significant information about the vehicle.

**12/3,AB/4 (Item 1 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02861612 654566211

**Hollywood wives revisited: a study of customer involvement in the XC90 project at Volvo Cars**

Dahlsten, Fredrik

European Journal of Innovation Management v7n2 PP: 141-149 2004 ISSN:

1460-1060 JRNL CODE: EJIM

WORD COUNT: 6432

**ABSTRACT:** This paper presents a case study of customer involvement in the XC90 project at Volvo Cars. A group of female customers in Southern California influenced the development of the XC90 by continuous involvement in the project. In a cost-effective way, the project management team acquired a common understanding of the target customer, giving context to new product development decision-making and eventually shaping the market offer. Customer interaction has been managed in a more subtle way than normally suggested by literature - tacit **design** by customer presence. The pragmatic and experimental approach to customer involvement used in the project complements conventional market research activities and is as associated with organisational innovation as it is with product innovation. This account of value co-creation in the XC90 project offers guidelines for firms wanting to increase connectivity with customers in their new product development efforts. (PUBLICATION ABSTRACT)

**12/3,AB/5 (Item 2 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02859056 771254231

**Text clustering and summary techniques for CRM message management**

Roussinov, Dmitri; Zhao, J Leon

Journal of Enterprise Information Management v17n6 PP: 424-429 2004

ISSN: 1741-0398 JRNL CODE: LIM

WORD COUNT: 4128

**ABSTRACT:** One of customer relationship management (CRM) activities involves soliciting customer **feedback** on **product** and service quality and the resolution of customer complaints. Inevitably, companies must deal with large number of CRM messages from their customers either through e-mails or from work logs. Going through those messages is an important but tedious task for managers or CRM specialists in order to make strategic plans on where to place the resources to achieve better CRM results. In this paper, we present a methodology for making sense out of CRM messages based on text clustering and summary techniques. The unique features of CRM messages are

the short message length and frequent availability of correlated CRM ratings. We propose several novel techniques including organizational concept space, Web mining of similarity relationships between concepts, and correlated analysis of text and ratings. We have tested the basic concepts and techniques of CRM Sense Maker in a business setting where customer surveys are used to set strategic directions in customer services.

12/3,AB/6 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02858732 582044961

**An index method for measurement of customer satisfaction**

Fecikova, Ingrid

TQM Magazine v16n1 PP: 57-66 2004 ISSN: 0954-478X JRNL CODE: TQM

WORD COUNT: 4288

**ABSTRACT:** Customer satisfaction (CS) has become an important issue for commercial and public service organisations. Companies win or lose based on what percentage of their customers they can keep. Success is largely about retention of customers, which again depends on CS level. It would be a great help to be able to comprehensively measure the quality of product and service, by relating the measures of quality to real customer behaviour. Some companies get feedback about CS through the percentage of complaints, some through non-systematic surveys, again some do not measure CS at all, because the system would not add anything useful and is very time-consuming. Give three managers in the same company the same objective: to improve CS, however it may be measured, and they will come up with three distinctly different and incompatible plans. CS requires a number of ingredients, all of which need to be considered. This paper aims to develop and simplify measurement systems by using a general formula that makes quantitative measurement of CS possible. It considers four important aspects that have a negative or positive influence on profitability related to CS.

12/3,AB/7 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02856692 715300521

**Maintenance of machinery: Negotiating service contracts in business-to-business marketing**

Kumar, Rajesh; Markeset, Tore; Kumar, Uday

International Journal of Service Industry Management v15n3/4 PP: 400-413  
2004 ISSN: 0956-4233 JRNL CODE: SIM

WORD COUNT: 6536

**ABSTRACT:** As industrial products are becoming more advanced and complex, the role of supporting services needed to exploit a product's function to an agreeable performance is becoming increasingly important. To achieve the best performance, industrial customers are entering into service contracts with the original equipment manufacturers (OEM) or independent service providers. This, in turn essentially involves service contract negotiation between OEM/service provider and the client. If such contracts are not negotiated carefully, it may lead to conflict and poor system performance. To achieve a win-win situation for both parties, aspects such as what services to deliver, who is to deliver them, how they are to be delivered and received, and at which performance level, need to be considered in the negotiation process and agreed upon by both the provider and the client. A conceptual framework has been developed for service delivery negotiation process based on review of literature and analysis of results from a survey conducted to study the existing approaches being practiced by the industrial organizations to negotiate a service contract. (PUBLICATION

ABSTRACT)

12/3,AB/8 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02856686 715297181

**Online service quality dimensions and their relationships with satisfaction: A content analysis of customer reviews of securities brokerage services**

Yang, Zhilin; Fang, Xiang

International Journal of Service Industry Management v15n3/4 PP: 302-326

2004 ISSN: 0956-4233 JRNL CODE: SIM

WORD COUNT: 9867

ABSTRACT: This exploratory research intends to extend our understanding of service quality and customer satisfaction within the setting of online securities brokerage services. Based upon conceptual frameworks from the areas of services marketing and information systems management, the authors uncovered 52 items across 16 major service quality dimensions by content analysis of 740 customer reviews. The results indicate that primary service quality dimensions leading to online customer satisfaction, with the exception of ease of use, are closely related to traditional services while key factors leading to dissatisfaction are tied to information systems quality. In addition, major drivers of satisfaction and dissatisfaction are identified at the sub-dimensional level. Theoretical contribution and managerial implications of the findings are further discussed. (PUBLICATION ABSTRACT)

12/3,AB/9 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02854170 667006341

**The role of brand name in customization decisions: a search vs experience perspective**

Jiang, Pingjun

Journal of Product & Brand Management v13n2/3 PP: 73-83 2004 ISSN:

1061-0421 JRNL CODE: JPB

WORD COUNT: 6827

ABSTRACT: Investigates the role of brand name in consumers' decision making during a customization process, and develops a conceptual understanding of the factors influencing the role of brand name from a "search vs experience" perspective. Addresses the strategic relationship of brand with perceived product/service/information preference match and the impact of preference match on consumer "willingness to pay for customization". Brand name was found to be an important decision variable for customization in terms of getting a better preference match. Brand name still holds an important role on consumer communications, as was expected. Therefore, it is reasonable to believe that customization would not "commoditize" brands, but rather increase the effect of brand names in purchase decision making. High-knowledge consumers reported stronger brand name effect in terms of its importance and usefulness in their decision making. The brand name effect varies across product categories, and the effect is stronger in the customization of search products than that in experience products. Thus, brand names have greater impact on choices in a search product where less total quality information on components is available for facilitating consumer choices. Discusses managerial implications of the study's findings. (PUBLICATION ABSTRACT)

12/3,AB/10 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02843530. 783851051

**Current consumer behavior research in forest products**

Anderson, Roy C; Fell, David; Smith, Robert L; Hansen, Eric N; Gomon, Stephanie

Forest Products Journal v55n1 PP: 21-27 Jan 2005 ISSN: 0015-7473

JRNL CODE: FPJ

WORD COUNT: 6739

ABSTRACT: A tenet of the marketing concept holds that businesses exist to satisfy **customer wants** and needs. Firms can satisfy those wants and needs only to the extent that they understand their customers. Therefore, an understanding of consumer behavior is important. In this paper, we describe consumer behavior research methods with respect to forest products. We note a trend toward increasing sophistication in the methods used to collect consumer data. However, the increasingly sophisticated methods have presented new challenges. As evidence of these trends, we provide descriptive examples of recent consumer behavior research conducted at Forintek Canada Corp, Oregon State University, and Virginia Tech. Results suggest increased scrutiny is advisable with respect to sampling error in traditional mail surveys. In addition, there are myriad challenges to conducting consumer behavior research, especially when done in cooperation with large retailers. We strive to inform the field of methodological challenges and encourage further development of consumer research specific to the forest sector. (PUBLICATION ABSTRACT)

12/3,AB/11 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

02838661 572402811

**A Tale of Two Countries' Conservatism, Service Quality, and Feedback on Customer Satisfaction**

Voss, Christopher A; Roth, Aleda V; Rosenzweig, Eve D; Blackmon, Kate; Chase, Richard B

Journal of Service Research : JSR v6n3 PP: 212-230 Feb 2004 ISSN: 1094-6705 JRNL CODE: SRES

WORD COUNT: 13426

ABSTRACT: This article compares the influence of service quality on customer satisfaction in the United Kingdom and the United States and considers the moderating effect of systematic customer feedback and complaint processes. Propositions are developed concerning country differences based on British conservatism. Hypotheses were tested using data from the International Service Study. The results support the conservatism hypothesis, empirically demonstrating that customer reaction to good service is similar, but U.K. and U.S. customers tend to respond differently to poor service encounters based on cultural norms. The authors propose that customer feedback is an often-overlooked factor in explaining the relationship between service quality and customer satisfaction. Much valuable customer feedback may be unrealized in Britain, thus losing the opportunity to improve service **design** and delivery and creating a vicious cycle. Without intervention, British service firms will continue to deliver levels of service lower than would be acceptable in the United States. (PUBLICATION ABSTRACT)

12/3,AB/12 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02829591 774830151

**10 TECH TRENDS TO WATCH IN 2005**

Vogelstein, Fred; Kirkpatrick, David; Roth, Daniel; Lashinsky, Adam; Et al  
Fortune v151n1 PP: 43-60 Jan 10, 2005 ISSN: 0015-8259 JRNL CODE: FOR  
WORD COUNT: 8584

**ABSTRACT:** This year's key tech arenas will be wireless and the home, not the office, while wars, both real and virtual, are bringing security issues into sharper relief. The weblog can be fabulous for relationships. But it can also be much more: a company's worst PR nightmare, its best chance to talk with new and old customers, an ideal way to send out information, and the hardest way to control it. The digital home won't thrive until the big dogs of IT and consumer electronics get their acts together. While Microsoft and Intel are still growing and are both strikingly profitable, their hegemony has been fraying at the edges as the relentless march of technology has begun to outflank Microsoft Windows and Intel's Pentium processor. Genetic medicine has finally taken a giant step toward becoming real. The cellphone is fast becoming the Swiss Army knife of consumer electronics. To gain a little more security, citizens are being asked to give up a lot more privacy. In 2005 the U.S. will begin deploying war-fighting SWORDS robots.

**12/3,AB/13 (Item 10 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02763504 629392151

**Testing a Contingency Model of Market Entry: Japanese Penetration into the United States' PC Market**

Rao, Jay; Perkins, Sam

Journal of Business & Management v9n4 PP: 345-371 Winter 2004 ISSN:  
1535-668X JRNL CODE: JBMG

WORD COUNT: 7153

**ABSTRACT:** This paper proposes a contingency model-The Cycle of Excellence-of how and when to enter a hi-tech assembled products market. Windows of opportunity, due to shifts in the market and technology, open up in every industry at different times of the product life cycle. The model identifies these shifts in the product life cycle and helps firms to target the right market segments and to use the appropriate strategic weapons-product excellence, operations excellence, and service excellence-to increase the probability of a successful market entry. We then use the Japanese penetration into the US PC market to illustrate the model. (PUBLICATION ABSTRACT)

**12/3,AB/14 (Item 11 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02762838 622061611

**The sales force as an information transfer mechanism for new service development in the Thai insurance industry**

Rajatanavin, Ranchana; Speece, Mark

Journal of Financial Services Marketing v8n3 PP: 244-258 Mar 2004  
ISSN: 1363-0539 JRNL CODE: JFSM

WORD COUNT: 7399

**ABSTRACT:** New service development (NSD) is becoming increasingly important as the insurance industry in many countries opens up and becomes more competitive. This paper examines how customer views are integrated into the NSD process in the Thai insurance industry. The qualitative research was conducted using in-depth interviews with top officers, sales managers, senior vice-presidents of marketing and actuary managers in a number of leading life insurance and non-life insurance companies. The interviews

investigated how NSD works in the Thai industry, focusing on how customer views enter the process. The results showed that the NSD process in Thailand is not oriented towards developing truly innovative products, but there is much NSD for adaptation of products from other markets. Sales agents act as a main information transfer mechanism, bringing in customer views through the sales managers, who play a role in NSD. Lack of cross-functional teamwork can cause failure in developing new products and services. (PUBLICATION ABSTRACT)

12/3,AB/15 (Item 12 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02755153 384087061

**FAC-SEM: A methodology for modeling factorial structural equations models, applied to cross-cultural and cross-industry drivers of customer evaluations**

Iacobucci, Dawn; Grisaffe, Doug; Duhachek, Adam; Marcati, Alberto

Journal of Service Research : JSR v6n1 PP: 3-23 Aug 2003 ISSN:  
1094-6705 JRNL CODE: SRES

WORD COUNT: 11104

ABSTRACT: This article presents factorial structural equations models (FAC-SEM). An experimenter conducting ANOVAs on means can use FAC-SEM on covariance matrices. To illustrate, the authors model customer evaluations and examine how construct relationships vary by sector and country. The methodological approach presented in this article is new to the literature and easily implemented. (PUBLICATION ABSTRACT)

12/3,AB/16 (Item 13 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02713148 532070951

**THE IMPACT OF INSTRUCTION UNDERSTANDING ON SATISFACTION AND SWITCHING INTENTIONS**

Jones, Michael A; Taylor, Valerie A; Becherer, Richard C; Halstead, Diane

Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior  
v16 PP: 10-18 2003 ISSN: 0899-8620 JRNL CODE: CSDC

WORD COUNT: 4427

ABSTRACT: While prior research on product instructions has focused on **design** issues within the instruction communication, this research highlights the importance of providing instructions that are understood by customers. It is based on a customer satisfaction survey of over one thousand established customers of a health insurance organization. Results show that customers who report high instruction understanding experience less difficulty using the service, have higher levels of satisfaction, are more likely to recommend the service to others, and report lower switching intentions. This research extends previous examinations of satisfaction and switching behaviors by suggesting that instructions serve as an important managerial antecedent. Managers should be aware of the important role that service instructions and handbooks can have on critical strategic metrics such as customer satisfaction, service recovery, and switching intentions. Therefore, service marketers should systematically monitor customer reactions to instructions, including instruction understanding.

12/3,AB/17 (Item 14 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02675853 283596881

**What is the true value of a lost customer?**

Hogan, John E; Lemon, Katherine N; Libai, Barak

Journal of Service Research : JSR v5n3 PP: 196-208 Feb 2003 ISSN:

1094-6705 JRNLCODE:JSRES

WORD COUNT: 9221

**ABSTRACT:** Customer profitability models have evolved into an important strategic tool for marketers in recent years. Traditional customer profitability models implicitly assume that customers can be valued in isolation from one another and that social interactions can be ignored. It is shown that these conventional models may be inappropriate for markets involving new products or services because they fail to account for the social effects (e.g., word of mouth and imitation) that can influence future customer acquisitions. It is also shown how the impact of a lost customer on the profitability of the firm depends on whether the customer defects to a competing firm or disadopts the technology altogether, and when the customer disadopts the technology - distinctions often overlooked in conventional models. The results demonstrate how the value of a lost customer changes throughout the product life cycle, showing that the loss of an early adopter costs the firm much more than the loss of a later adopter.

**12/3,AB/18 (Item 15 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02624310 373926621

**Exploring the customer feedback process**

Fundin, Anders P; Bergman, Bo L S

Measuring Business Excellence v7n2 PP: 55 2003 ISSN: 1368-3047

JRNLCODE: MBXC

WORD COUNT: 4991

**ABSTRACT:** In today's increasingly competitive market, it is important both to delight and to avoid disappointing the customers. Thus, it is of value to have a systematic process for obtaining feedback from the customers, not only as a basis for corrective action relating to current products, but also as vital input to the new product development process. How can we meet our present and future customers' expectations, if we do not have a feedback process that handles available information? This study investigates how this feedback process functions, and it seeks potential improvement. Three organizations are studied, and data are collected through interviews and personal observation. The case studies are conducted as a collaborative project with three Swedish manufacturing companies and the Department of Total Quality Management at Chalmers University of Technology. [PUBLICATION ABSTRACT]

**12/3,AB/19 (Item 16 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02531249 277080311

**Understand customer behavior and complaints**

Goodman, John; Newman, Steve

Quality Progress v36n1 PP: 51-55 Jan 2003 ISSN: 0033-524X JRNLCODE:

QPR

WORD COUNT: 3044

**ABSTRACT:** Customer complaints provide valuable quality assurance, service and marketing data. But the challenge is to use the data to make decisions that result in substantive action. Eight factors about customer behavior are key to understanding the implications of complaint data: 1. Dissatisfied individual and business customers tend not to complain. 2.

Complaints often do not directly identify the source or cause of the problem. 3. Retail, field sales and service systems filter and discourage complaints. 4. Brand loyalty can be retained by merely getting customers to articulate their problems. 5. Increasing the ease of access to the provider can reduce the complaint ratio..(also known.. as the multiplier)..6...The propensity to complain is directly proportional to the perceived severity of the problem and damage to the respondent. 7. Complainers tend to be the heaviest users of the product or service. 8. Problem experience, especially in the case of those consumers who remain unsatisfied after complaining, results in substantial amounts of negative word of mouth.

12/3,AB/20 (Item 17 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02530925 115924157

**An empirical analysis of the competitive dimensions of quality performance in the automotive supply industry**

Curkovic, Sime; Vickery, Shawnee K; Droge, Cornelia  
International Journal of Operations & Production Management v20n3 PP:  
386-403 2000 ISSN: 0144-3577 JRNL CODE: IJO  
WORD COUNT: 6800

ABSTRACT: This paper examines the competitive dimensions of quality for first tier suppliers in the automotive industry. A theoretically relevant set of quality variables is identified from the literature. The results of a factor analysis show that quality is a two dimensional construct in the automotive supply industry. The core dimensions of quality are: 1 . product quality, which is primarily focused on **design** superiority and performance of the physical product, and 2. service quality, which comprises both pre- and post-sale service. The study reveals that both product quality and service quality are related to overall firm performance, regardless of whether asset based, investment based, or market based measures are used.

12/3,AB/21 (Item 18 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02529982 203725261

**The role of market research in the development of discontinuous new products**

Trott, Paul  
European Journal of Innovation Management v4n3 PP: 117-125 2001 ISSN:  
1460-1060 JRNL CODE: EJIM  
WORD COUNT: 5690

ABSTRACT: Market research results frequently produce negative reactions to discontinuous new products (innovative products) that later become profitable for the innovating company. Famous examples such as the **fax** machine, the VCR, and the bagless vacuum cleaner are often cited to support this view. Despite this, companies continue to seek the views of consumers on their new product ideas. The debate about the use of market research in the development of new products is long-standing and controversial. This paper reviews the literature in this area and examines the extent to which market research is justified and whether companies should sometimes ignore their customers. The paper offers a conceptual framework that may help companies to decide when market research findings may be helpful and when they may hinder the development of discontinuous new products.

12/3,AB/22 (Item 19 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)



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02520628 257983391

**From buyer to integrator: The transformation of the supply-chain manager in the vertically disintegrating firm**

Parker, Geoffrey G; Anderson, Edward G Jr

Production & Operations Management v11n1 PP: 75-91 Spring 2002 ISSN: 1059-1478 JRNL CODE: POMS

WORD COUNT: 10064

ABSTRACT: Using case study data, this paper describes how a large personal computer manufacturer changed its supply-chain management strategy after outsourcing the majority of its **design** and manufacturing activities to a network of focused suppliers. To cope with this new structure, the firm created highly skilled generalists, supply-chain integrators, who coordinate product development, marketing, production, and logistics from product concept to delivery across firm boundaries. A particular focus is on the skill-set that characterizes these integrators. Finally, case evidence, combined with previous theory, is used to suggest a specific program of research into coordinating product development across disaggregated supply chains.

12/3,AB/23 (Item 20 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02520498 115723686

**The world's path to the better mousetrap: myth or reality? An empirical investigation into the launch strategies of high and low advantage new products**

Hultink, Erik Jan; Hart, Susan

European Journal of Innovation Management v1n3 PP: 106-122 1998 ISSN: 1460-1060 JRNL CODE: EJIM

WORD COUNT: 8855

ABSTRACT: This paper takes as its focus product advantage, a major contributing factor to new product performance, by examining the launch strategies associated with high and low levels of product advantage. To date, the relationships between product advantage and other recurrent success factors in the literature are uncharted, raising questions such as: How does product advantage affect product development cycle time, the targeting strategy, marketing communication options, or the training of the salesforce to "sell in" the new product? In the present paper, we seek to explore how products offering different degrees of advantage are introduced with different sets of launch strategies.

12/3,AB/24 (Item 21 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02495654 116351375

**Customer support A cross-industry study of distribution channels and strategies**

Goffin, Keith

International Journal of Physical Distribution & Logistics Management v29n6 PP: 374 1999 ISSN: 0960-0035 JRNL CODE: IPD

WORD COUNT: 9319

ABSTRACT: Customer support, such as equipment maintenance and repair, is an essential element in the successful marketing of a wide range of products, from computer systems to domestic appliances. An exploratory investigation of the distribution channels and customer support strategies of five manufacturing businesses is described. The results show the key role that

customer support plays in various industries and illustrate the types of decisions companies make on how to provide high-quality support for their customers.

12/3,AB/25 (Item 22 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02484328 116360265

**Quality function deployment's impact on product development**

Vonderembse, Mark A.; Raghunathan, T. S.

International Journal of Quality Science v2n4 PP: 253 1997 ISSN:  
1359-8538 JRNL CODE: IJQS

WORD COUNT: 7176

ABSTRACT: Quality function deployment (QFD) has been heralded as an important part of the product development process. QFD is an investment in people and information. It uses cross-functional teams to determine customer requirements and to translate them into product designs and specifications through highly-structured and well-documented methods. Vonderembse and Raghunathan discuss measures of the organizational dimensions of QFD, the project's profile, product **design** and resource consumption. QFD is able to simplify the manufacturing process, but overall product costs appear to be only slightly less when QFD is applied than when traditional practices are used. The reason for this small improvement in product costs and time-to-market may be a lack of experience with QFD. For many organizations in the survey, this was their first attempt at applying QFD. Also, in all but one case, this was the first application of QFD to that product. As companies gain experience with QFD and learn to apply it more effectively, product costs and time-to-market may decline.

12/3,AB/26 (Item 23 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02423863 196608131

**Developing market specific supply chain strategies**

Christopher, Martin; Towill, Denis R

International Journal of Logistics Management v13n1 PP: 1-14 2002  
ISSN: 0957-4093 JRNL CODE: INLM

WORD COUNT: 6241

ABSTRACT: The issues underlying the appropriate matching of pipelines to marketplace needs under conditions of demand volatility and price pressure are examined. The authors describe a scenario where the philosophy of one size fits all does not apply to pipeline **design**, implementation and control. Research conducted by the authors and others is used to show how appropriate global supply chain strategies can be developed contingent upon market characteristics and which seek simultaneously to achieve higher levels of customer responsiveness at less total cost to the supply chain as a whole. The selection of the right strategy within a supply chain lends itself to a taxonomic approach. It is found that three dimensions (leading to eight possible configurations) are adequate for this purpose. These key dimensions are product characteristics, demand characteristics and replenishment lead-time.

12/3,AB/27 (Item 24 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02419872 134944191

**Attribute-consequence-value linkages: A new technique for understanding**

customers' product knowledge

Lin, Chin-Feng

Journal of Targeting, Measurement & Analysis for Marketing v10n4 PP: 339-352 Jun 2002 ISSN: 0967-3237 JRNL CODE: JTMM

WORD COUNT: 4561

ABSTRACT: A new technique based on the means-end chain (MEC) framework is proposed to assess consumers' product knowledge and cognitive structures. Applying linear regression and factor analyses to explore the relationship between product knowledge (product attributes) and self-concept (personal values) components on services of the convenience store chains (CVS), the study provides a new analysis to help identify decisive attributes for satisfying customers' value demands. The new technique not only addresses the limitations of the traditional MEC methodology but also provides marketers with a new insight for developing effective marketing strategies.

12/3,AB/28 (Item 25 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02415374 163516181

**Making the right e-fulfillment decision**

Lummus, Rhonda R; Vokurka, Robert J

Production & Inventory Management Journal v43n1/2 PP: 50-55 First Quarter 2002 ISSN: 0897-8336 JRNL CODE: PIM

WORD COUNT: 3711

ABSTRACT: Typically, as organizations move toward e-commerce models, considerable attention is placed on the external customer Web site interfaces. An equally or even more important business decision is the determination and implementation of the processes necessary to deliver the ordered products to the customer quickly and cost effectively. A competitive advantage in the e-commerce arena can be gained by making the correct e-fulfillment decision. The decision maker needs to consider the alternative models available, determine how the decision will affect customer service and profitability, evaluate options, and select the best option available.

12/3,AB/29 (Item 26 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02413159 115921725

**Service intangibility and its impact on consumer expectations of service quality**

Bebko, Charlene Pleger

Journal of Services Marketing v14n1 PP: 9 2000 ISSN: 0887-6045

JRNL CODE: JSV

WORD COUNT: 6916

ABSTRACT: Among the areas which need to be addressed in service quality research is the nature of consumer expectations across the range of intangibility. Previous research has compared consumers' service quality expectations across services, but different groups of subjects were evaluated for each different service. The problem with using different subjects for each service is that the subject's demographic characteristics may be responsible for the significant differences in expectations of quality. This research uses a controlled, repeated measures design where subjects were each asked to evaluate three services, varying in their degree of intangibility, over a ten week period. This made it possible to look at service quality expectations without risking the problem that demographics would account for most of the differences in the data. A classification matrix for services based strictly on the feature of

intangibility is proposed. The managerial implications of this simplified classification scheme for services are discussed.

12/3,AB/30 (Item 27 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02403372 115926541

**Using service quality data for competitive marketing decisions**  
Rust, Roland T; Danaher, Peter J; Varki, Sajeev  
International Journal of Service Industry Management v11n5 PP: 438 2000  
ISSN: 0956-4233 JRNL CODE: SIM  
WORD COUNT: 12284

**ABSTRACT:** Although there have been many research articles about how to measure service quality, how service quality perceptions are formed, what effect service quality has on behavior, and service quality's financial impact, there has been little discussion to date of the potential impact of service quality on competitive marketing decisions. This paper considers directly the issue of how an analysis of the impact of comparative service quality can inform tactical marketing decisions in a competitive marketplace. It proposes and empirically demonstrates a simple theoretical framework of how market share changes result from changes in service quality, by the focal firm and by a competitor. In addition it shows how price changes trade-off against changes in service quality, and how comparative customer value is affected by changes in service quality and price. The framework enables one to evaluate the projected market share shifts produced by proactive changes in service quality and price, and also enables us to evaluate the projected effectiveness of reactions to competitors' changes in service quality and price.

12/3,AB/31 (Item 28 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02330401 110636298

**The myth of the salesperson: Intended and unintended consequences of product-specific sales incentives**  
Radin, Tara J; Predmore, Carolyn E  
Journal of Business Ethics v36n1/2 PP: 79-92 Mar 2002 ISSN: 0167-4544  
JRNL CODE: JBE  
WORD COUNT: 7855

**ABSTRACT:** Product-specific sales incentives (PSI) have instigated conflict in business and sales for more than 50 years. PSIs have provoked considerable controversy. They are sometimes likened to bribes, in that their purpose is to motivate salespeople to offer advice that might contradict what they would otherwise recommend. There is concern that this causes negative consequences for stakeholders, including manufacturers, retailers, salespeople, and, of course, customers. The research conducted explores the reaction to PSIs by people of different ages. It reveals a correlation between age, education, and reaction to PSIs. The findings correspond with the Josephson Institute of Ethics report, which found that younger adults tend to exhibit higher tolerance for unethical behavior. Examination of PSIs, like other sales incentives, reveals intentional and unintentional consequences to a wide array of stakeholders. There is value inherent in considering both the propriety and manner of implementation of sales incentives, such as PSIs.

12/3,AB/32 (Item 29 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)

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02327589 86067179

**Improving competitiveness of ready-to-assemble manufacturers through information technology**

Bramorski, Tom; Madan, Manu; Motwani, Jaideep; Sundarraaj, R P

Logistics Information Management v13n4 PP: 201-209 2000 ISSN: 0957-6053

JRNL CODE: LIM

WORD COUNT: 4832

ABSTRACT: Price has traditionally been the order-winning criterion for ready-to-assemble (RTA) products such as furniture, bicycles, kit models, etc. In order to be able to compete in today's demanding RTA market, manufacturers must increasingly emphasize quality, not price, as the order-winning criterion. On the other hand, the order winners for external customers are time-based-speed of delivery and flexibility. In this paper, we discuss the dimensions of RTA products' quality. In addition, we discuss changes in business processes, information flow and information technology necessary to effectively improve the competitiveness of RTA manufacturers.

**12/3,AB/33 (Item 30 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02240224 82395405

**Achieving growth, competitive advantage and increased profits**

Mike McGrath; Dean Gilmore

World Class Design to Manufacture v02n6 PP: 11 1995 ISSN: 1352-3074

JRNL CODE: WCDM

WORD COUNT: 2742

ABSTRACT: AT&T's GIS Financial Products & Systems (formerly NCR Dundee) provides a good example of successful product-platform strategy. FP&S make ATMs (automated teller machines) and, in the early 1980s, Jim Adamson, the vice-president of the Dundee business, identified superior product reliability as the key differentiator. The new platform gave FP&S significant competitive advantages. Competitors could not easily copy FP&S's strategy since they would need to develop entirely new platforms themselves. Meanwhile, FP&S continued to release a multitude of products from its new platform. Competitors did not know whether to **design** new products from their old, low-performance platforms or develop a new platform to compete on reliability.

**12/3,AB/34 (Item 31 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02237272 82395480

**Best practices survey 1994: product definition**

Anonymous

World Class Design to Manufacture v02n3 PP: 45 1995 ISSN: 1352-3074

JRNL CODE: WCDM

WORD COUNT: 1053

ABSTRACT: The **survey** reveals a curious disconnect: although **product** designers are best suited to solve **customer problems**, they are not being told what the problems are.

**12/3,AB/35 (Item 32 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02217787 79652331

**Business-to-business direct marketing**

Stone, Bob; Jacobs, Ron

Direct Marketing v64n4 PP: 41-53 Aug 2001 ISSN: 0012-3188 JRNLCODE: DIM

WORD COUNT: 5997

ABSTRACT: An excerpt from Successful Direct Marketing Methods by Bob Stone and Ron Jacobs is presented.

12/3,AB/36 (Item 33 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02216354 78964677

**Meeting the customer satisfaction challenge**

Bond, Edward U.III; Fink, Ross L

Industrial Management v43n4 PP: 26-31 Jul/Aug 2001 ISSN: 0019-8471

JRNLCODE: IM

WORD COUNT: 3314

ABSTRACT: The December 2000 revision of the ISO 9000 standard has increased the importance of measuring customer satisfaction. Specifically, the standard states, The organization shall monitor information relating to customer perception as to whether the organization has met customer requirements. This revision now requires companies to collect, analyze, and use customer satisfaction information. Even if an organization is not currently ISO 9000 certified or planning to becoming certified, other quality systems stress the importance of customer satisfaction measures. Although firms can meet the letter of the standard by using off-the-shelf customer satisfaction measures that are widely available, there is a procedure by which managers can meaningfully identify and measure customer satisfaction to generate valuable insights for improving quality. The procedure involves: 1. identifying critical-to-quality customer satisfaction factors, 2. establishing the importance of each factor to customers, 3. generating ratings of firm performance, and 4. identifying the steps to improve customer satisfaction.

12/3,AB/37 (Item 34 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02099988 65651744

**Cultural assimilation and consumption behaviors: A methodological investigation**

Dato, Mary Conway

Journal of Managerial Issues v12n4 PP: 427-445 Winter 2000 ISSN: 1045-3695 JRNLCODE: JML

WORD COUNT: 7230

ABSTRACT: This research offers methods to investigate associations among time in host country with changes in materialism and acculturation stages. This study assists marketers and researchers in applying cultivation and materialism theories to a unique, growing population in order to gain insight into influences on consumption behaviors and acculturation processes. The research gaps filled by this inquiry includes methods to investigate the multi-dimensionality of motivations underlying consumption changes at various stages in the acculturation process, to validate materialism and acculturation scales cross-culturally, and to overcome limitations in cross-cultural research.

12/3,AB/38 (Item 35 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02068732 60305414

**Fundamental changes in marketing organization: The movement toward a customer-focused organizational structure**

Homburg, Christian; Workman, John P Jr; Jensen, Ove  
Academy of Marketing Science. Journal v28n4 PP: 459-478 Fall 2000  
ISSN: 0092-0703 JRNL CODE: AMK  
WORD COUNT: 14068

ABSTRACT: The authors draw on qualitative interviews with 50 managers in the US and Germany and argue that changes in marketing organization that have been discussed in isolation are part of a more general shift toward customer-focused organizational structures.

12/3,AB/39 (Item 36 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02042197 55524719

**Price and brand name as indicators of quality dimensions for consumer durables**

Brucks, Merrie; Zeithaml, Valarie A; Naylor, Gillian  
Academy of Marketing Science. Journal v28n3 PP: 359-374 Summer 2000  
ISSN: 0092-0703 JRNL CODE: AMK  
WORD COUNT: 11009

ABSTRACT: Using a qualitative study, a generalizable typology of quality dimensions for durable goods that includes ease of use, versatility, durability, serviceability, performance, and prestige is developed. An experiment is conducted to examine how key marketing variables affect consumers' judgment processes and inferences about how products perform on the 6 quality dimensions. Results indicate that consumer use price and brand name differently to judge the quality dimensions.

12/3,AB/40 (Item 37 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02010478 52640547

**The Internet as a relationship marketing tool-some evidence from Irish companies**

Geiger, Susi; Martin, Shane  
Irish Marketing Review v12n2 PP: 24-36 1999 ISSN: 0790-7362  
JRNL CODE: IMV  
WORD COUNT: 7831

ABSTRACT: The strategies underlying the use of the Internet as a marketing tool by Irish businesses are explored. Three different approaches to Internet marketing are described: the ornamental, the informational and the relational. It is shown that, theoretically, the Internet offers a unique opportunity for marketers to build up and maintain relationships with their clients. However, data collected through a mail survey and a content analysis of web sites reveal that currently the most frequent use of the Internet by Irish companies still follows an ornamental or, at most, informational pattern. Whether this discrepancy between Internet potential and practice is due to the social basis of market relationships or whether it can be seen as evidence that the adaptation of a new marketing tool follows an incremental pattern is discussed.

12/3,AB/41 (Item 38 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01989669 49915665

**Enhancing customer service through the Internet**

Pete, Scott A

Direct Marketing v62n8 PP: 50-54 Dec 1999 ISSN: 0012-3188 JRNL CODE:  
DIM

WORD COUNT: 3498

ABSTRACT: It is important to remember that your online strategy should complement your other customer support services, not necessarily replace them, although there may be exceptions for your particular business. A number of areas that make sense to consider as a foundation for you online strategy include: 1. establishing your Web site; 2. consolidated contact pages; 3. comprehensive online FAQs; 4. application case studies; and 5. intelligent troubleshooting.

12/3,AB/42 (Item 39 from file: 15)  
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01968923 47606058

**E-commerce: Dispelling the myths and exploiting the opportunities**

Corboy, Martin

Management Accounting v77n11 PP: 38-42 Dec 1999 ISSN: 0025-1682  
JRNL CODE: MAC

WORD COUNT: 4295

ABSTRACT: Electronic commerce is about more than just selling books over the Internet. E-commerce can be defined as conducting business electronically. It is vital that the opportunities should be considered in that order, business first, technology 2nd. The technology, while important, is merely the enabler. Some of the myths and truths about e-commerce are discussed, as well as ways to exploit the opportunities of e-commerce.

12/3,AB/43 (Item 40 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01951113 46028384

**Sociocognitive dynamics in a product market**

Rosa, Jose Antonio; Porac, Joseph F; Runser-Spanjol, Jelena; Saxon, Michael S

Journal of Marketing v63 PP: 64-77 1999 ISSN: 0022-2429 JRNL CODE: JMK  
WORD COUNT: 11172

ABSTRACT: A study is presented in which the origins and evolution of product markets are explored from a sociocognitive perspective. The fundamental thesis is that product markets are neither imposed or orchestrated by producers or consumers but evolve from producer-consumer interaction feedback effects. Starting as unstable, incomplete, and disjointed conceptual systems held by market actors, product markets become coherent as a result of consumers and producers making sense of each other's behaviors.

12/3,AB/44 (Item 41 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)



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01861094 05-12086

**Integrating business excellence and innovation management: Developing vision, blueprint and strategy for innovation in creative and learning organizations**

Martensen, Anne; Dahlgaard, Jens J

Total Quality Management v10n4/5 PP: S627-S635 Jul 1999 ISSN: 0954-4127

JRNL CODE: TOQ

WORD COUNT: 4136

ABSTRACT: In recent research Martensen and Dahlgaard have discussed how the research on product development and innovation management can be integrated with the research on quality management and business excellence, to work out what creates excellent leadership and excellent strategy for innovation management in creative and learning organizations. By applying the European Business Excellence Model to product development, it is shown how the model can be supplemented with reference to criterion parts and areas to address. It is argued that innovation and continuous improvement are based on the company's ability to be creative and to learn, and that an extended plan-do-study-act loop is necessary when formulating excellent strategies and plans for innovation management. The plan phase of the strategy loop is focused on. Three important elements for creating excellent blueprint, strategies and plans in innovation are presented, and relevant areas to address are discussed. How the theories developed can be applied in practice is demonstrated by giving examples from a world-wide and innovative company: Pioneer Electronic Corp.

**12/3,AB/45 (Item 42 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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01858156 05-09148

**The product is dead--Long live the product-service!**

Phillips, Fred; Ochs, Lyle; Schrock, Mike

Research-Technology Management v42n4 PP: 51-56 Jul/Aug 1999 ISSN:

0895-6308 JRNL CODE: RMG

WORD COUNT: 4170

ABSTRACT: To optimize product cycle time, producers of high-tech products long ago began marketing before they had fully specified the product. Now, they may no longer finalize the physical specification at all. It can thus be proclaimed that the product is dead, which implies the substitution of expert service for features, information and capabilities that used to be intrinsic to the tangible product. Companies are finding that dispensing with the idea of product remains one of the few ways - if not the only way - of compressing the technology cycle still further. By adapting to customers' needs and by reducing information overload, a comprehensive package of tangible goods, service and information can serve customers better than a traditional product.

**12/3,AB/46 (Item 43 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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01856575 05-07567

**Hospital customer service in a changing healthcare world: Does it matter?**

Howard, Julie

Journal of Healthcare Management v44n4 PP: 312-325 Jul/Aug 1999 ISSN:

1096-9012 JRNL CODE: HHS

WORD COUNT: 5038

ABSTRACT: The healthcare industry is undergoing a rapid transformation to

meet the ever-increasing needs and demands of the patient population. Employers and health plans such as HMOs are demanding better service and higher quality care, and hospitals are trying to tackle reimbursement cutbacks, streamline services, and serve a diverse population. Hospitals have begun to realize that to overcome these obstacles and meet the needs of the health plans and consumers, they must focus on the demands of the customer. Customer service initiatives increase patient satisfaction and loyalty and overall hospital quality, and many hospitals have found that consumer demands can be met through initiating and maintaining a customer service program. A description of how the administrator can create, implement, and manage customer service initiatives within the hospital is presented.

12/3,AB/47 (Item 44 from file: 15)

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01795363 04-46354

**Marketing research: A state-of-the-art review and directions for the twenty-first century**

Malhotra, Naresh K; Peterson, Mark; Kleiser, Susan Bardi

Journal of the Academy of Marketing Science v27n2 PP: 160-183 Spring 1999 ISSN: 0092-0703 JRNL CODE: AMK

WORD COUNT: 18514

ABSTRACT: Observations on the state of the art in marketing research during 1987-1997 are provided. As such, the earlier state-of-the-art review by Malhotra (1988) is updated. The primary thrust of articles published in the Journal of Marketing Research during 1987-1997 is reviewed to determine important areas of research. In each of the areas, recent developments are summarized, the state of the art is highlighted, some critical observations are offered, and directions for future research are identified. A cross-classification of various techniques and subject areas are presented, and some observations are made on the application of these techniques to address specific substantive and methodological issues in marketing research. In conclusion, some general directions for marketing research in the 21st century are provided.

12/3,AB/48 (Item 45 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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01781556 04-32547

**Real-time marketing**

Oliver, Richard W; Rust, Roland T; Varki, Sajeew

Marketing Management v7n4 PP: 28-37 Fall/Winter 1998 ISSN: 1061-3846

JRNL CODE: MMA

WORD COUNT: 5257

ABSTRACT: Technology and management practice have combined to create a new form of marketing, called real-time marketing, in which goods and services meet both the unique, individual needs of customers (customer space) and the continuous evolution of those needs (customer time). In real-time marketing, the product (good or service) is not only mass-customized for the customer, but it has the ability to evolve over time in reaction to changing customers' needs and wants. Real-time marketing is inherently decentralized in that the adaptation occurs locally, based on direct interaction between the product and the customer. Real-time marketing integrates and extends both mass customization and relationship marketing. Due to its power to create customer loyalty, real-time marketing will likely become the dominant paradigm in a number of industries.

12/3,AB/49 (Item 46 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)  
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01740634 03-91624

**Agile product development: Managing development flexibility in uncertain environments**

Thomke, Stefan; Reinertsen, Donald

California Management Review v41n1 PP: 8-30 Fall 1998 ISSN: 0008-1256

JRNL CODE: CMR

WORD COUNT: 9162

ABSTRACT: As product complexity and the rate of market change have dramatically increased over the last years, firms find it increasingly difficult to forecast product requirements in their development processes. The problem is redefined from one of improving forecasting to one of increasing product development agility and thus reducing the need for accurate long-term forecasts. It introduces the notion of development flexibility, shows how it can be measured, and presents results from a large empirical study on integrated systems development, which found that projects using flexible technologies outperformed projects using inflexible technologies by a factor of 2.2. Finally, three major strategies are proposed that can help firms increase their agility and position themselves to succeed in accelerating and more turbulent markets.

12/3,AB/50 (Item 47 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01716926 03-67916

**The roles of price, performance, and expectations in determining satisfaction in service exchanges**

Voss, Glenn B; Parasuraman, A; Grewal, Dhruv

Journal of Marketing v62n4 PP: 46-61 Oct 1998 ISSN: 0022-2429

JRNL CODE: JMK

WORD COUNT: 7612

ABSTRACT: The roles that price, performance, and expectations play in determining satisfaction in a discrete service exchange are examined. It is maintained that the price fluctuations common to the many service industries that implement demand-oriented pricing, combined with the inherent heterogeneity of service performance, likely result in price-performance combinations that vary widely. Furthermore, it is proposed that the level of price-performance consistency in a service exchange moderates the relationship between performance expectations and subsequent performance and satisfaction judgments. When price and performance are consistent, expectations have an assimilation effect on performance and satisfaction judgments; when price and performance are inconsistent, expectations have no effect on performance and satisfaction judgments. A contingency model is developed that is estimated using data from a multimedia experimental design. The results generally support the contingency framework and provide empirical support for normative guidelines that call for creating realistic performance expectations and offering money-back service guarantees.

12/3,AB/51 (Item 48 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01659991 03-10981

**The convergence of planning and execution: Improvisation in new product development**

Moorman, Christine; Miner, Anne S

Journal of Marketing v62n3 PP: 1-20 Jul 1998 ISSN: 0022-2429

JRNL CODE: JMK

WORD COUNT: 15201

**ABSTRACT:** The field of marketing strategy often makes the important assumption that marketing strategy should occur by first composing a plan on the basis of a careful review of environmental and firm information and then executing that plan. However, there are cases when the composition and execution of an action converge in time so that, in the limit, they occur simultaneously. A study defines such a convergence as improvisation and develops hypotheses to investigate the conditions in which improvisation is likely to occur and be effective. The study tests these hypotheses in a longitudinal study of new product development activities. Results show that organizational improvisation occurs moderately in organizations and that organizational memory level decreases and environmental turbulence level increases the incidence of improvisation.

**12/3,AB/52** (Item 49 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01613860 02-64849

**A communication-based marketing model for managing relationships**  
Duncan, Tom; Moriarty, Sandra E  
Journal of Marketing v62n2 PP: 1-13 Apr 1998 ISSN: 0022-2429  
JRNL CODE: JMK  
WORD COUNT: 9999

**ABSTRACT:** A study proposes a communication-based model of relationship marketing and discusses how communication (rather than persuasion) is the foundation of the "new" customer-focused marketing efforts. Recent parallel shifts in communication and marketing theory are traced, and the intersections between communication and marketing are examined. Although communication always has been a critical element in marketing, the study shows how the increase in interactivity makes communication an even more valuable element of marketing by identifying those many points that link the 2 disciplines. Using the 3 key points at which the disciplines intersect - messages, stakeholders and interactivity - a communication-based model of marketing is developed. The study also demonstrates how interactive communication at 3 levels - corporate, marketing and marketing communications - lead to the brand relationships that drive brand value.

**12/3,AB/53** (Item 50 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01555458 02-06447

**Redesigning the customer support process for the electronic economy:  
Insights from storage dimensions**  
El Sawy, Omar A; Bowles, Gene  
MIS Quarterly v21n4 PP: 457-483 Dec 1997 ISSN: 0276-7783 JRNL CODE:  
MIS  
WORD COUNT: 11027

**ABSTRACT:** Insights are provided for redesigning IT-enabled customer support processes to meet the demanding requirements of the emerging electronic economy in which fast response, shared knowledge creation, and internetworked technologies are the dynamic enablers of success. A description is provided of the implementation of the TechConnect support system at Storage Dimensions, a manufacturer of high-availability computer storage system products. TechConnect is a unique IT infrastructure for problem resolution that includes a customer support knowledge base whose structure is dynamically updated based on adapted learning through customer interactions. The impacts of TechConnect and its value in creating a learning organizations are assessed. Insights are then drawn for redesigning knowledge-creating customer support processes for of business

conditions of the electronic economy.

12/3,AB/54 (Item 51 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01543375 01-94363

**Back vision with behavior surveys**

Korostoff, Kathryn

MC Technology Marketing Intelligence v17n9 PP: 70-73 Oct 1997 ISSN:

8750-1848 JRNL CODE: MAK

WORD COUNT: 1306

ABSTRACT: A commentary discusses the need for IT companies to research purchase behavior before releasing a **product**. The **survey** must capture both the current attitude regarding plans to buy a specific class of product, as well as the underlying attitudes that may impact actual behavior. When designing a survey, things to consider include: 1. Ask about planned purchases. 2. Ask about deterrents. 3. Be objective. A quantitative survey is the best collection method.

12/3,AB/55 (Item 52 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01521934 01-72922

**Customer service superstars**

Rossello, Bill

ABA Banking Journal v89n10 PP: 96-104 Oct 1997 ISSN: 0194-5947

JRNL CODE: BNK

WORD COUNT: 2537

ABSTRACT: In the rush to embrace new technologies, banks run the risk of becoming detached from the very customers they want to serve better. Leading providers of customer care use their customer service channels not just to resolve **customer problems** but as a means to enhance loyalty and satisfaction, build long-term relationships, and improve products and processes. High customer-care performers do several things that are special, including: 1. Each has successfully dealt with challenges common to all customer service operations today. 2. They have eliminated the problem of incomplete and dated product and service information. 3. Each uses every contact with customers as an opportunity to build and deepen customer relationships. Many banks will need to overhaul management practices that can impede collaborative work approaches.

12/3,AB/56 (Item 53 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01422911 00-73898

**Redefining a process in 14 steps**

Brown, David L; Lake, Margaret S

Quality Progress v30n5 PP: 83-88 May 1997 ISSN: 0033-524X JRNL CODE:

QPR

WORD COUNT: 3270

ABSTRACT: Most processes can be improved. For those in charge of the process, the challenge is deciding how much and how quickly to change. Fourteen steps, or deliverables, to take in succession are: 1. process-scope description, 2. current customer-supplier model, 3. list of performance measures, 4. current performance data, 5. customer feedback data, 6. benchmarking data, 7. list of performance standards, 8. list of

problems, 9. problem analysis report, 10. list of potential solutions, 11. vision of the future process, 12. prioritized list of initiatives needed to achieve vision, 13. preliminary cost-benefit analyses for initiatives, and 14. project report. Each of these steps is discussed in detail.

**12/3,AB/57 (Item 54 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
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01392194 00-43181

**Managing complexity through performance measurement**

Gonsalves, Frank A J; Eiler, Robert G

Management Accounting v78n2 PP: 34-37 Aug 1996 ISSN: 0025-1690

JRNL CODE: NAA

WORD COUNT: 3619

**ABSTRACT:** Controlling complexity through performance measures is possible only when feedback on complexity factors is understood, disseminated, and consistently acted upon. Complexity factors are the drivers of nonstandard resource consumption and activity expenditure that increase the burden of product or service delivery. Most often it is the customer who is driving the change. Performance measurements drive management behavior patterns. They direct action toward achieving results and are most effective when tied to reward or recognition. The use of proactive, forward-looking precedent measurements that constantly monitor the pulse of business development, product-service delivery, information management, and organizational dynamics in order to drive complexity out of the organization is recommended.

**12/3,AB/58 (Item 55 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
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01144427 97-93821

**Digital commerce: The future of retailing**

Margolis, Budd

Direct Marketing v58n9 PP: 41-46 Jan 1996 ISSN: 0012-3188 JRNL CODE:

DIM

WORD COUNT: 4716

**ABSTRACT:** International electronic retailing is now in the midst of an enormous expansion phase. Interactive TV, CD-ROM and the Internet are all adding to the growth and globalization of electronic retail. There has been an enormous amount of hype concerning the Internet and its potential. The potential is serious but so are the problems that lie ahead. By transforming text, sound and information into digital bits, marketers can communicate an offer through the Internet in an efficient and attractive manner. Marketers have the ability to offer a much higher level of service around the clock through the Internet. Meanwhile, there are many issues to be resolved concerning digital commerce. Over the past 2 decades, power has been shifting toward the consumer and this form of commerce will accelerate this process. Marketers should be listening very carefully to what the **consumer wants** because the **consumer** will make the final decision. A number of virtual retail sites are briefly profiled.

**12/3,AB/59 (Item 56 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
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01103284 97-52678

**Managing information about processes**

Davenport, Thomas H; Beers, Michael C  
Journal of Management Information Systems: JMIS v12n1 PP: 57-80 Summer  
1995 ISSN: 0742-1222 JRNL CODE: JMI  
WORD COUNT: 10342

ABSTRACT: The issue of how leading firms manage information about their business processes is addressed. Twenty firms, many of which were Baldrige quality award winners, were interviewed, and a detailed case study of one firm particularly advanced in process management was conducted. It is suggested that a key aspect of success in process improvement is effective management of information about process performance, even independent of information technology. The concept of double-loop learning is applied to process information. A process model of how to manage process information is advanced, with many examples from interviews of leading practices. Challenges in moving toward increased use of process information are also described.

12/3,AB/60 (Item 57 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01096843 97-46237

**Closing the loop**

Schmid, Jack

Target Marketing v18n9 PP: 35-38 Sep 1995 ISSN: 0889-5333 JRNL CODE:  
ZIR  
WORD COUNT: 1823

ABSTRACT: In the catalog industry, customer service starts with the catalog itself and the creative presentation. Customer service is part of the fulfillment process called "closing the loop with the customer." Ten ways that a catalog's **design**, layout and copy can better serve its customers are presented, including: 1. Make the catalog easy to order from by phone. 2. Mail orders cannot be ignored. 3. Give precise instructions on how to order. 4. Boldly state the guarantee. Including customer testimonials on various aspects of customer service.

12/3,AB/61 (Item 58 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01075279 97-24673

**The zone of tolerance: Exploring the relationships between service transactions and satisfaction with the overall service**

Johnston, Robert

International Journal of Service Industry Management v6n2 PP: 46-61 1995  
ISSN: 0956-4233 JRNL CODE: SIM  
WORD COUNT: 5699

ABSTRACT: The zone of tolerance or the zone of acceptable or expected outcomes in a service experience, is used to explore the relationships between customers' satisfaction with individual transactions, or service encounters, and their satisfaction with the overall service. Nine propositions are provided which identify how customers' perceptions of the quality of a service can be influenced and how the thresholds of the zone of tolerance can be adjusted during the process of service delivery. Some of the **design** implications of the propositions are considered.

12/3,AB/62 (Item 59 from file: 15)  
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01052300 97-01694

**Purchasing partnerships: The buyer's view**

Fram, Eugene H

Marketing Management v4n1 PP: 49-55 Summer 1995 ISSN: 1061-3846

JRNL CODE: MMA

WORD COUNT: 3254

ABSTRACT: Today, organizations at all levels of the supply chain, from manufactures to retailers, are embarking on purchasing partnerships. Some 38 buying personnel from consumer and industrial firms were surveyed to find out how they evaluate their partnerships, and what types of measures they use to assess the relationship. Respondents identified 6 major benefits of establishing purchasing partnerships, highlighting 2 intangibles: better communications (79%) and more interpersonal trust (26%). Over half of the study respondents had formal (written) partnership agreements with their suppliers. When asked how they evaluate their partnerships, respondents presented a mixed picture. A little less than half described their evaluation process as informal. However, their descriptions of how the program operates often gave the impression of comprehensive reviews.

12/3,AB/63 (Item 60 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01025932 96-75325

**The second Toyota paradox: How delaying decisions can make better cars faster**

Ward, Allen; Liker, Jeffrey K; Cristiano, John J; Sobeck, Durward K II

Sloan Management Review v36n3 PP: 43-61 Spring 1995 ISSN: 0019-848X

JRNL CODE: SMZ

WORD COUNT: 12221

ABSTRACT: Although on the surface, Toyota's development process seems extraordinarily cumbersome, it is a model of how to make better cars more quickly and cheaply. Toyota's engineers and managers delay decisions and give suppliers partial information, while exploring numerous prototypes. Set-based concurrent engineering, a method prevalent at Toyota but not at other Japanese and US automakers, is examined. Toyota designers think about sets of **design** alternatives, rather than pursuing one alternative iteratively. They gradually narrow the sets until they come to a final solution. Through extensive research, case studies, and interviews, the argument is presented that this apparently inefficient system has made Toyota the fastest and most efficient developer of autos.

12/3,AB/64 (Item 61 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01018232 96-67625

**Customer switching behavior in service industries: An exploratory study**

Keaveney, Susan M

Journal of Marketing v59n2 PP: 71-82 Apr 1995 ISSN: 0022-2429

JRNL CODE: JMK

WORD COUNT: 8357

ABSTRACT: Customer switching behavior damages market share and profitability of service firms yet has remained virtually unexplored in the marketing literature. Results are reported of a critical incident study conducted among more than 500 service customers. The research identifies more than 800 critical behaviors of service firms that caused customers to switch services. Customers' reasons for switching services were classified into 8 general categories: 1. pricing, 2. inconvenience, 3. core



service failures, 4. failed service encounters, 5. response to failed service, 6. competition, 7. ethical problems, and 8. involuntary switching. Implications for further model development are discussed, and recommendations for managers of service firms are offered.

**12/3,AB/65** (Item 62 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00991178 96-40571

**Penetrating purchaser personalities**

Lancioni, Richard; Oliva, Terence A

Marketing Management v3n4 PP: 22-29 Spring 1995 ISSN: 1061-3846

JRNL CODE: MMA

WORD COUNT: 4116

ABSTRACT: Economic pressures and global competition have turned up the heat for business-to-business firms to develop service strategies to gain and retain customers. Traditional segmentation lends a powerful tool for grouping customers into classes that have similar buying behaviors. In response to questionnaires, managers indicated which of the 14 customer types listed they had encountered. Determining the personalities of the key customers - along with the appropriate market service strategies for dealing with them - can help managers match **customer wants** with what the company can supply. Some of the personalities listed include: 1. a chiseler, 2. a screamer, 3. an intimidator, 4. a talker, 5. an airhead, 6. a loyal customer, and 7. a stereotyper. The key to developing a successful service strategy is understanding that, as the underlying motivation differs, so does the service solution.

**12/3,AB/66** (Item 63 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00991175 96-40568

**Taking a road trip**

McQuarrie, Edward F

Marketing Management v3n4 PP: 8-21 Spring 1995 ISSN: 1061-3846

JRNL CODE: MMA

WORD COUNT: 7230

ABSTRACT: Customer visits represent a kind of homegrown market research developed in response to the challenges faced by managers in many industries. Business-to-business and technology firms have found customer visits to be an important supplement to focus groups when doing exploratory market research because they offer a variety of benefits: 1. face-to-face communication, 2. field research, 3. first-hand knowledge, 4. flexible, interactive conversation, and 5. inclusion of multiple decision makers. National accounts are the 'safe, easy' choice for visits, and they are an important element of many visit efforts, but the freshest perspective and the greatest surprises often come from atypical sources, including: 1. competitor's customers, 2. global customers, 3. lost leads, 4. power users, 5. value-added resellers, and 6. internal customers. Expanding the repertoire of customer visit techniques can be a concrete and relatively low-cost way to act on these imperatives.

**12/3,AB/67** (Item 64 from file: 15)  
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00983545 96-32938

**The impact of new product introduction on sales management strategy**

Wotruba, Thomas R; Rochford, Linda

ABSTRACT: The stakes involved in successful new product introduction are high due to the scarcity of firm resources and the importance of new products to a firm's growth and continued survival. The ways in which firms modify their sales management strategy when new products are added to the product line by their sales force are investigated. Comparisons are made between the sales management strategy options utilized by organizations prior to launching a new product or service and subsequent changes occurring in these elements as a result of launching the new product. Results indicate that organizations make a significant number of changes in all areas of the sales management mix. In comparing among these areas, organizations are most likely to change sales management mix elements related to quotas and least likely to make changes in sales organization structure.

12/3,AB/68 .. (Item 65 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00975401 96-24794

**Service quality - Concepts and models**

Ghobadian, Abby; Speller, Simon; Jones, Matthew

International Journal of Quality & Reliability Management v11n9 PP: 43-66

1994 ISSN: 0265-671X JRNL CODE: IJQ  
WORD COUNT: 7642

ABSTRACT: The service sector has gained in economic importance over the past decade. Statistics show that the sector accounts for 60% of the value added in the European Community. Despite such significance and the importance of quality-related matters to the sector, there is little research dealing with service quality. The salient features of service quality include: 1. inseparability of production and consumption, 2. intangibility of service, 3. perishability of services, and 4. heterogeneity of services. Some determinants of service quality are: 1. reliability, 2. responsiveness, 3. customization, 4. credibility, 5. competence, 6. access, 7. courtesy, 8. security, 9. communication, 10. tangibles, such as appearance of personnel and condition of equipment, and 11. understanding the customer. Six conceptual models of service quality models are discussed. A quality model should enable the management to: 1. identify sources of quality, 2. discover the quality problems, 3. pinpoint the causes of the observed quality problem, and 4. offer possible courses of action.

12/3,AB/69 (Item 66 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00956763 96-06156

**Gaining superior performance of new products in the telecommunications industry**

Barczak, Gloria

Journal of Business & Industrial Marketing v9n4 PP: 19-32 1994 ISSN:

0885-8624 JRNL CODE: JBI  
WORD COUNT: 5039

ABSTRACT: The present study identifies and compares characteristics of firms in the telecommunications industry that have high new product performance. Performance comprises 2 dimensions: impact of new products on the company and goal performance. Profiles of high-performance firms are explored with regard to how they organize for new product development (NPD), the activities undertaken in the NPD process, and their choice of

new product strategies. The results show that the NPD structures, processes, and strategies of high-performance firms vary by the measure of performance. Firms with high new product impact were found to be risk takers. They have a strong technological orientation and tend to aim their new products at new markets. They also develop new products that have synergy with their existing products. They use R&D teams to organize for NPD and emphasize the concept definition and testing phase of the NPD process.

12/3,AB/70 (Item 67 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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00932120 95-81512

**Service logistics: An introduction**

Davis, Frank W Jr; Manrodt, Karl B

International Journal of Physical Distribution & Logistics Management  
v24n4 PP: 59-68 1994 ISSN: 0960-0035 JRNL CODE: IPD

WORD COUNT: 6568

ABSTRACT: The Council of Logistics Management has commissioned a study to determine the potential of applying logistics principles in service organizations. It is suggested that logistics principles are even more important in service organizations than in production firms. To realize this potential, however, the definition of logistics must be expanded. Service logistics is defined as the management of activities that respond to customers on an individual basis. The services' historical underpinnings are examined, and some guiding concepts central to service response logistics are provided. These concepts include the benefit delivery, delivery processes, delivery orientation, responsive planning, and a customer service model that focuses on individual customer needs.

12/3,AB/71 (Item 68 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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00922711 95-72103

**The traits of successful new service development**

Edgett, Scott

Journal of Services Marketing v8n3 PP: 40-49 1994 ISSN: 0887-6045

JRNL CODE: JSV

WORD COUNT: 3174

ABSTRACT: Recent changes in the financial services industry have placed unprecedented pressure on senior managers to develop and launch new services. The results of a study into the development activities of new financial services are presented through a comparison of successful and unsuccessful new services. It was discovered that the development activities are more rigorous and comprehensive for successful new services than for failures. Many companies attempt to develop too many projects simultaneously and spread their resources too thinly. The alternative is to develop and launch fewer, but better developed new services with sufficient resources allocated to do the job properly. Institutions which used a systematic process of well-defined development stages tended to have higher chances of successful outcomes. Gaining a firm understanding of the needs and wants of the targeted consumer group is also well accepted as critical to success.

12/3,AB/72 (Item 69 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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00903996 95-53388

**A customer-oriented marketing method for hardwood lumber companies**

Idassi, J O; Young, T M; Winistorfer, P M; Ostermeier, D M; Woodruff, R B  
Forest Products Journal v44n7,8 PP: 67-73 Jul/Aug 1994 ISSN: 0015-7473

JRNL CODE:..FPJ

WORD COUNT: 4417

**ABSTRACT:** A customer-oriented marketing method for hardwood lumber companies, with one example of implementation, is presented. This method expands on the traditional product-oriented marketing method and is based on the concept that product attributes provide a benefit needed to accomplish some desired purpose in a particular use situation. Interwoven with this concept is the creation and delivery of satisfaction to the customer. Customer value was identified and measured using this new marketing method from a test group of customers of one southern hardwood lumber company. The test group indicated that there were at least 10 dimensions beyond the product attribute level that were important in creating customer value. A method for measuring satisfaction using gap analysis was also successfully implemented with this customer test group. The additional benefits data indicated problems that would not have been uncovered from attribute data alone.

**12/3,AB/73 (Item 70 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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00889723 95-39115

**The effect of information overload on the innovation choice process:  
Innovation overload**

Herbig, Paul A; Kramer, Hugh

Journal of Consumer Marketing v11n2 PP: 45-54 1994 ISSN: 0736-3761

JRNL CODE: JCK

WORD COUNT: 4892

**ABSTRACT:** Information overload is a subject of immense debate among consumer marketers. In a similar vein exists a lesser known and little researched phenomenon called innovation overload - a consumer's response to the ever-increasing pace of information, knowledge, and innovations. Innovation overload, its impact to providers, inventors and innovators, and the potential effect it may have on diffusion curves and adoption patterns is examined. With the multitude of innovations present to choose from, the consumer will probably prioritize the set, choose the most important one or several to investigate, review in depth those alternatives, and choose from the set. The consumer's preference is to minimize the risks but ignoring for future adoption most of the innovations occurring as well as making cost-effective choices for those innovations eventually chosen.

**12/3,AB/74 (Item 71 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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00887677 95-37069

**Defining quality: Alternatives and implications**

Reeves, Carol A; Bednar, David A

Academy of Management Review v19n3 PP: 419-445 Jul 1994 ISSN: 0363-7425

JRNL CODE: AMR

WORD COUNT: 11047

**ABSTRACT:** The search for a universal definition of quality has yielded inconsistent results. Such a global definition does not exist, rather, different definitions of quality are appropriate under different circumstances. The evolution of quality definitions are traced and the trade-offs inherent in accepting one definition of quality over another are described. The implications of using various definitions of quality in future research are also discussed.

12/3,AB/75 (Item 72 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00841600 94-90992

**Information sources and their relationship to organizational innovation in small businesses**

Hartman, E Alan; Tower, C Burk; Sebor, Terrence C

Journal of Small Business Management v32n1 PP: 36-47 Jan 1994 ISSN:

0047-2778 JRNL CODE: JSB

WORD COUNT: 5055

ABSTRACT: Questionnaire data from 1,582 employees in 27 firms were analyzed using MANOVA and multiple regression to relate information sources to innovation activity in small businesses. Results show that: 1. Employees at all organizational levels are involved in innovation activities to varying degrees. 2. Employees at all levels utilized a variety of ideal sources and have similar perceptions of the relative importance of these sources. 3. The relationship between ideal sources and innovation activities differs across organizational levels. There is a need for all employees to be considered in idea source research, a need for managers to better integrate administrative and operational level employees into the innovation process, and a need to better utilize information gained from various sources.

12/3,AB/76 (Item 73 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00839015 94-88407

**Defining the new marketing concept (Part 1)**

Webster, Frederick E Jr

Marketing Management v2n4 PP: 22-31 1994 ISSN: 1061-3846 JRNL CODE:

MMA

WORD COUNT: 6221

ABSTRACT: The original marketing concept was born in the post-war economy of scarcity, pent-up consumer demand, and growing consumer confidence. The new one thrives in a world of affluence, sophisticated and informed consumers, economic pessimism, and global competitors committed to delivering superior value based on their distinctive competencies. The new marketing concept addresses today's global customer who can choose among a much larger variety of products and services from producers located throughout the world. A necessary response to the new consumer is the value-delivery concept of strategy. Under the old marketing concept, the objective was to make a sale. Under the new concept, the objective is to develop a customer relationship in which the sale is only the beginning. The marketer's key strategic weapon is knowledge of customers and their dynamic definition of value. From the local savings bank to the largest multinational corporation, the focus of every company must be on managing loyalty among employees and carefully chosen customers.

12/3,AB/77 (Item 74 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00834310 94-83702

**In search of quality improvement: Problems of design and implementation**

Krishnan, R; Shani, A B; Grant, R M; Baer, R

Academy of Management Executive v7n4 PP: 7-20 Nov 1993 ISSN: 0896-3789

JRNL CODE: AEX

**ABSTRACT:** Quality improvement programs and activities have become a way of life in many US companies. However, attempts to foster quality improvements within the firm still frequently fail. Critics of quality improvement programs point out that companies often do not link improvement programs to specific results. Based upon an in-depth analysis of quality management programs at a telecommunication company, conclusions are drawn as to why quality improvement programs fail: 1. confusion over the role of corporate restructuring and quality initiative programs, 2. too many different quality improvement programs simultaneously resulting in conflicting goals, and 3. programs seeking sweeping cultural changes, large-scale training programs, and massive process innovations. Companies that have succeeded in making organizational improvements have built upon successive programs seeking concrete results at each stage.

**12/3,AB/78 (Item 75 from file: 15)**  
 DIALOG(R) File 15:ABI/Inform(R)  
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00827991 94-77383

**Influences**

Lustigman, Alyssa; Pesky, Greg  
 Sporting Goods Business v27n2 PP: 56-60 Feb 1994 ISSN: 0146-0889  
 JRNL CODE: SGB  
 WORD COUNT: 3590

**ABSTRACT:** While there is no single force driving the trends in the sporting goods market, there are several areas that can be singled out as having a lasting effect on how merchandise is designed and how popular it then becomes. The combined influences of the media, social causes, technology, and even sports figures help to sow the seeds of trends. Designing products for the sporting goods industry is often something of a 2-way street. Top manufacturers, regardless of their market, have learned to tie into "networks" of participants who help them stay on top of the trends and generate feedback on new products. These influencers are also the ones who create a ripple effect, eventually setting trends for the rest of the market. Another influencer is technology, which is changing the types of products and designs brought to the market. The influence of athletes will increase through the anticipated electronic media explosion.

**12/3,AB/79 (Item 76 from file: 15)**  
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00817068 94-66460

**Case management and the integration of labor**

Davenport, Thomas H; Nohria, Nitin  
 Sloan Management Review v35n2 PP: 11-23 Winter 1994 ISSN: 0019-848X  
 JRNL CODE: SMZ  
 WORD COUNT: 8502

**ABSTRACT:** The case manager role represents a break with the conventional approach to the division of work. Individuals or small teams perform a series of tasks from beginning to end, often with the help of information systems that reach through the organization. Case managers provide a way to increase organizational efficiency, timeliness, and customer satisfaction. When companies decide to **redesign** their business processes at the customer interface, they are very likely to create the case manager role, which involves mediating between the customer and a complex organizational and information structure. Though case management is beginning to seem routine in firms such as IBM Credit Corp., Pacific Bell and Mutual Benefit Life, it is a major departure from the way work has been organized since the Industrial Revolution. Organizations with complex processes for bringing their products and services to market are the best

candidates for case management. However, case management generally leads to strains in the organization. The keys to managing resistance to case management include communication and employee commitment through partial work design .

12/3,AB/80 (Item 77 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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00816163 94-65555

**Customers, management, and resources: Keys to new consumer product and service success**

Raymond, Mary Anne; Ellis, Brien

Journal of Product & Brand Management v2n4 PP: 33-44 1993 ISSN:  
1061-0421 JRNL CODE: JPB

WORD COUNT: 5068

ABSTRACT: The existing literature is examined, and it is utilized along with input from industry executives to identify the major factors in the success and failure of new consumer products and services. Specific managerial implications and recommendations are offered for specific firms and for marketing researchers to help improve the probability of success in the development and introduction of new products and services. The importance of top management in the development and success of new products or services cannot be underestimated. The results show that top management support is essential in all aspects of product development and launch, although it has only been identified as a weak success factor in previous studies or rarely examined at all. In summary, for the development of new products and services to be successful, they must receive sufficient attention from top management, which is in a position to allocate both financial and human resources. Companies must also evaluate which opportunities fit best with their technology, expertise, resources, and marketing plan, as well as with customers' needs.

12/3,AB/81 (Item 78 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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00804700 94-54092

**Customer knowledge acquisition in the business products market**

Gordon, Geoffrey L; Calantone, Roger J; di Benedetto, C Anthony; Kaminski, Peter F

Journal of Product & Brand Management v2n3 PP: 23-35 1993 ISSN:  
1061-0421 JRNL CODE: JPB

WORD COUNT: 5750

ABSTRACT: A study was conducted to lay a foundation for managers in business products companies to understand better the process of getting to know one's customers. The objectives of the study were to explore 2 issues in the customer knowledge acquisition process in an industry-specific, business-marketing setting: 1. to identify the most effective means of acquiring customer knowledge, and 2. to specify the components of overall customer knowledge that firms should pursue - including the specific knowledge that organizations should possess regarding the impact of their products on a customer's organization. The study was part of a larger project designed to investigate product development and marketing practices in the telecommunications industry. In developing and implementing customer satisfaction measurement programs, firms should realize that criteria for measuring satisfaction must come from the customer.

12/3,AB/82 (Item 79 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)

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00793612 94-43004

**The next big info tech battle**

Deutschman, Alan

Fortune v128n14 PP: 38-50; European 24-31 Nov 29, 1993 ISSN: 0015-8259

JRNL CODE: FOR

WORD COUNT: 4411

ABSTRACT: With \$ 1 .6 billion in annual sales, Oracle Systems Corp. is the number one producer of software for corporate databases. Oracle's Alexandria Project envisions multimedia databases that encompass in digitized form the texts and illustrations of the world's books and periodicals as well as the film and TV libraries of entertainment, streams of news coverage, and much more. Such powerhouses as AT&T, IBM, Tandem Computers, and Silicon Graphics are racing to build hardware for the new networks. Oracle CEO Lawrence Ellison recently jolted them all by announcing that he already has the hardware and software to handle these multimedia databases - a line of massively parallel processors built by nCube Corp. and Oracle's flagship database management program. Ellison's quest puts him on a collision course with Microsoft's Bill Gates. The battle between Gates and Ellison promises to be acrimonious and fierce.

**12/3,AB/83 (Item 80 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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00786551 94-35943

**Unbundling financial services**

White, Michael D

Best's Review (Life/Health) v94n7 PP: 45-48 Nov 1993 ISSN: 0005-9706

JRNL CODE: BIH

WORD COUNT: 2034

ABSTRACT: Unbundling was first broadly used within the financial services industry in the early 1980s by the E. F. Hutton Insurance Group to explain the revolutionary **design** of universal life insurance. Universal life unbundled the insurance product's features and pricing relationships so that they could be redesigned and repackaged virtually independent of each other to meet specific client circumstances. Computer technology made this possible. Money market funds primarily derived their success from advances in accounting and computer and communications technology. With greater efficiency and less regulation, money market funds invaded 2 core businesses of commercial banking: checking accounts and loans to prime commercial borrowers. Today, unbundling continues to drive financial services.

**12/3,AB/84 (Item 81 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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00778384 94-27776

**Mining the Centrex market**

Briere, Daniel D

Telephony v225n16 PP: 30-36 Oct 18, 1993 ISSN: 0040-2656 JRNL CODE:

TPH

WORD COUNT: 3378

ABSTRACT: To compete against PBXs, Centrex product managers need to make Centrex easier for both the customer and the salesperson. As a result of this need, product managers are improving internal operations support systems (OSS). From initial order handling to station reviews, product flows are being consolidated and refined to better position the product against competitive PBX vendors. One of the biggest problems is meeting



customers' demand for quick installations. In addition, the impact of tariff restructuring on telco OSSs has been immense. Because of tariff changes, BellSouth has created simple programs to support sales. Recently, the company updated and relaunched its automatic price quotation system, dubbed Quick Quote, for its ESSX product. Meanwhile, Pacific Bell has developed Advantage, an internet of local area network connections to Pacific Bell's mainframe pricing programs. The telco is also working on a PC-based laptop system that contains 7 programs that rapidly simulate the Centrex telephone set.

12/3,AB/85 (Item 82 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00761798 94-11190

**Industrial product elimination decisions: Some complex issues**

Vyas, Niren M

European Journal of Marketing v27n4 PP: 58-76 1993 ISSN: 0309-0566.

JRNL CODE: EJM

WORD COUNT: 6334

ABSTRACT: Industrial product management benefits from efforts to distinguish clearly between product elimination and product replacement problems. The literature contains 2 basic approaches to the product elimination problem: 1. the theoretical/normative approach to modeling the decision process, and 2. the empirical approach based in observation, description, and analysis. The key steps in the observed process of the product elimination decision are an analysis of existing and potential factors contributing to weak performance, evaluation, and the decision. The outcome of these steps is a function of product complexity as well as the experiences and perceptions of individuals who are involved in the process. Some of the critical steps that must be approved and implemented are: 1. Product improvement opportunities, availability of new technologies, and activities by competition are reviewed. 2. Feasibility plans are prepared. 3. Forces contributing to weak product performance are evaluated.

12/3,AB/86 (Item 83 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00752337 94-01729

**Tracking the evolution of the services marketing literature**

Fisk, Raymond P; Brown, Stephen W; Bitner, Mary Jo

Journal of Retailing v69n1 PP: 61-103 Spring 1993 ISSN: 0022-4359

JRNL CODE: JRL

WORD COUNT: 14811

ABSTRACT: Personal interpretations of participant-observers are offered together with a data-based analysis of the evolution of the services marketing literature. Bibliographic analysis of more than 1000 English-language, general services marketing publications spanning 4 decades provides the empirical basis for the paper. Using an evolutionary metaphor as the framework, the literature is traced through 3 stages: 1. Crawling Out (1953-1979), 2. Scurrying About (1980-1985), and 3. Walking Erect (1986-present). The discussion of the 3 stages shows how the literature has evolved from the early services-marketing-is-different debate to the maturation of the specific topics (for example, service quality and service encounters) and the legitimization of the services marketing literature by major marketing journals. A classification and summary of the publishing outlets where the literature has appeared is presented, followed by a discussion and speculation on the future of the services marketing literature.

12/3,AB/87 (Item 84 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00746239 93-95460

**Modeling of a world class operation**

Noori, Hamid; Radford, Russell

Industrial Management v35n4 PP: 23-29 Jul/Aug 1993 ISSN: 0019-8471

JRNL CODE: IM

WORD COUNT: 6567

ABSTRACT: To be globally competitive in the 1990s means creating a world-class operation, an operation based on a superior management system and the flexibility to respond quickly and effectively to the challenges of the marketplace. This level of corporate competitiveness is forcing fundamental and radical changes in the role, view, and measurement of traditional operations functions. Looking at well-managed, successful companies like General Electric, Procter and Gamble, and Xerox, it appears that to be a world-class performer involves a continuous journey beginning with the company's commitment to meet the challenge of global competition. Success depends upon managing change, acquiring knowledge and new skill, and developing a common future vision. Specific characteristics of a world-class operation are examined, and a method for creating a world-class company is outlined.

12/3,AB/88 (Item 85 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00734653 93-83874

**Reengineering in action**

Davis, Tim R V

Planning Review v21n4 PP: 49-54 Jul/Aug 1993 ISSN: 0094-064X

JRNL CODE: PLR

WORD COUNT: 3985

ABSTRACT: A conference featuring presentations by line managers who are implementing business process reengineering was held in Orlando, Florida, in January 1993. According to Michael English, chairperson of the conference, reengineering has a better chance of improving the competitive advantage of most firms than such methodologies as continuous quality improvement. The operations managers and consultants speaking at the conference identified 6 conditions vital for successful reengineering programs: 1. powerful external forces for change, 2. strong executive sponsorship, 3. detailed knowledge of customer needs, 4. plentiful consulting help, 5. well-trained cross-functional teams, and 6. carefully integrated human resource programs and information systems. Business process reengineering projects at Aetna Life and Casualty Insurance, Texas Instruments, Marion Merrell Dow Inc., and Deere and Co. are discussed.

12/3,AB/89 (Item 86 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00733773 93-82994

**Business-to-business service marketing: How does it differ from business-to-business product marketing?**

Gordon, Geoffrey L; Calantone, Roger J; di Benedetto, C Anthony

Journal of Business & Industrial Marketing v8n1 PP: 45-57 1993 ISSN:

0885-8624 JRNL CODE: JBI

WORD COUNT: 5714

ABSTRACT: The successful business-to-business marketer will be the firm which can develop and market services or products which provide maximum long-term value to their customers. It is critical that the firm be able to determine what traits of the service or product are valued most highly by the individual customer. Customer organizations involved in evaluating and purchasing new telecommunications service and products were studied. A survey instrument was developed and used to collect data from managers in the customer sample; 379 managers agreed to participate in the study. More than 90% of the respondents rated reliability and responsiveness to customer demands as either generally or extremely important. Of equal importance was the vendor's willingness to help customers and provide prompt support. Results of this analysis also suggest that, at least in the telecommunications industry, many similarities exist in the relative order of importance accorded to service versus product evaluation criteria.

12/3,AB/90 (Item 87 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00726264 93-75485

**Customer Acceptance: The Key to Successful Introductions of Innovations**

Herbig, Paul A.; Day, Ralph L.

Marketing Intelligence & Planning v10n1 PP: 4-15 1992 ISSN: 0263-4503

JRNL CODE: MIP

WORD COUNT: 8827

ABSTRACT: The subject of customer acceptance of technological innovations has not been adequately surveyed. Customer adoption has been shown to occur through a consistent and fairly predictable adoption process - following the classic "S" curve. The adoption process includes these steps in the decision to purchase or reject a new product: 1. awareness, 2. interest, 3. evaluation, 4. trial, and 5. adoption. Many characteristics have been identified that appear to influence consumer acceptance of innovation: 1. relative advantage, 2. compatibility, 3. complexity, 4. trialability, 5. observability, 6. risk, and 7. standardization. Customer barriers to acceptance or usage of any technology or innovation include the customer's free will, the ability to understand, external stakeholders, and incompatibility of the innovation with existing workflows. Case studies are presented for the areas of electronic banking, home shopping, video technologies, and compact disks.

12/3,AB/91 (Item 88 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00706745 93-55966

**The marketing concept: A forgotten aid for marketing high-technology products**

Cahill, Dennis J; Warshawsky, Robert M

Journal of Consumer Marketing v10n1 PP: 17-22 1993 ISSN: 0736-3761

JRNL CODE: JCK

WORD COUNT: 2849

ABSTRACT: The body of work on marketing high-technology products has attained the status of conventional wisdom which has developed into a coherent body of knowledge. There are, however, 3 distinct fallacies in this wisdom and one serious shortcoming which lead to extreme difficulties in gaining market acceptance of new products. The 3 fallacies are: 1. There exist technological people. 2. Training in the use of new products is not necessary. 3. Unintelligible manuals are not a problem. Often the problem with a new product is not that it fails to perform well but that it offers no significant advantage to the user.

12/3,AB/92 (Item 89 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00701691 93-50912

**How Puritan-Bennett used the House of Quality**

Hauser, John R

Sloan Management Review v34n3 PP: 61-70 Spring 1993 ISSN: 0019-848X

JRNL CODE: SMZ

WORD COUNT: 5367

ABSTRACT: The "House of Quality" (HOQ) product development technique evolved from Quality Function Deployment (QFD). QFD helps an interfunctional team of people from marketing, R&D, manufacturing, and sales work together to focus on product development. QFD uses 4 "houses" to integrate informational needs: 1. identifying customer needs, 2. structuring the needs, 3. prioritizing the needs, and 4. comparing customer perceptions. By identifying and quantifying customer needs, the team helps the company avoid unnecessary and costly redesigns and other rework. A study analyzes how Puritan-Bennett Corp. utilized the HOQ technique to **redesign** its spirometry (medical devices that measure lung capacity) business in order to regain the market.

12/3,AB/93 (Item 90 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00682596 93-31817

**Marketing literature review**

Leonard, Myron

Journal of Marketing v57n1 PP: 111-126 Jan 1993 ISSN: 0022-2429

JRNL CODE: JMK

WORD COUNT: 11764

ABSTRACT: A list of marketing industry literature is presented.

12/3,AB/94 (Item 91 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00679071 93-28292

**Manufacturers' redress actions: Testing response error**

Mitchell, V-W; Critchlow, C

British Food Journal v95n1 PP: 33-41 1993 ISSN: 0007-070X JRNL CODE:

BFJ

WORD COUNT: 6473

ABSTRACT: A study was undertaken in the UK to: 1. record how UK grocery companies handle valid and invalid complaints, 2. see whether this varies according to the different product groups, and 3. examine the relationship between self report and behavioral measures of complaint handling. A bogus letter was used to test manufacturer's complaint handling systems as well as a self-report survey instrument which manufacturers would complete. There was little correlation between survey and observational measures of time to respond, yet there was remarkable consistency between what different types of manufacturers feel is an acceptable time to respond. Fraudulent claims are likely to increase as companies become more responsive to customer complaints and companies need to adopt **design** systems which maximize customer satisfaction but minimize inconvenience and bogus claims. The study provides a tested methodology and a base point by which continual improvements in customer service within the UK grocery

industry can be judged.

12/3,AB/95 (Item 92 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00658440 93-07661

**Consumers' Shopping Effort and Evaluation of Store Image Attributes: The Roles of Purchasing Involvement and Recreational Shopping Interest**

Ohanian, Roobina; Tashchian, Armen

Journal of Applied Business Research v8n4 PP: 40-49 Fall 1992 ISSN:

0892-7626 JRNL CODE: JRH

WORD COUNT: 5535

ABSTRACT: Purchasing involvement and recreational shopping are 2 consumer characteristics associated with active shopping and information-seeking. In the study, both involved consumers and recreational shoppers were studied simultaneously by comparing involved consumers and recreational shoppers in terms of the number of stores they visit for making specific purchases, importance they place on store attributes for department stores, and several demographic variables. Integrative research is required to determine the degree to which these concepts overlap or differ in their impact on consumer behavior and consequently, marketing strategy. The results show that purchasing involvement and recreational shopping differ in influencing store selection. Purchasing involvement increases the salience of store attributes related to value-seeking, and recreational shopping is associated with increased salience for store attributes that are related to making shopping a fun and easy experience.

12/3,AB/96 (Item 93 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00637968 92-52908

**Information Manufacturing: The Road to Database Quality**

Arnold, Stephen E.

Database v15n5 PP: 32-39 Oct 1992 ISSN: 0162-4105 JRNL CODE: DTB

WORD COUNT: 4145

ABSTRACT: Information manufacturing is the process of creating machine-readable files from the moment an idea forms in the maker's mind to the feedback a user of the database provides. The concept of information manufacturing assumes that database building is an ongoing activity. The first stage of information manufacturing began in the 1960s, when the US government, scientists, and entrepreneurs applied computer technology to scientific information storage and retrieval. The 2nd stage of database building extends from 1982 to the present. During this period, databases penetrated virtually every organization in commercial and non-commercial sectors. The 3rd stage will likely be reconstruction. Files created in the next 5-7 years will be rebuilds of highly successful databases that currently exist in digital form. The stage that will likely follow reconstruction will be proliferation. In this stage, machine-readable databases will be an environmental factor.

12/3,AB/97 (Item 94 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00545035 91-19380

**The Revival of Northern Ireland**

Russell, Jim; McCormick, John; Webb, Lawrence

Telephony v220n13 PP: 22-32 Apr 1, 1991 ISSN: 0040-2656 JRNL CODE: TPH

**ABSTRACT:** Northern Ireland's special telecommunications action for regional development (STAR) initiative involves a £100-million investment that joins British Telecom (BT), the UK's Department of Economic Development, and the European Commission. STAR is a community-wide program within the European Community that includes the Northern Ireland initiative. It promotes economic and social development by investing in advanced communications infrastructure and services. STAR is financed by the European Regional Development Fund. The UK's Department of Economic Development chose BT to provide an advanced telecommunications infrastructure within Northern Ireland, consisting of an optical fiber-based communications network connecting 44 towns, with optical fiber links to mainland Britain and the Republic of Ireland. The network consists of 3 optical fiber rings, an integrated services digital network, and a digital private circuit network; it will be completed in April 1991. The advanced telecommunications services the network provides have given the area's Industrial Development Board a powerful selling tool to attract companies.

**12/3,AB/98 (Item 1 from file: 16)**  
 DIALOG(R)File 16:Gale Group PROMT(R)  
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09930096 Supplier Number: 87720400  
**Product development's secret weapon: communication. (Special Supplement).**  
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 June 17, 2002  
 Language: English Record Type: Fulltext  
 Document Type: Magazine/Journal; Refereed; Professional Trade  
 Word Count: 4332

**12/3,AB/99 (Item 2 from file: 16)**  
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09789445 Supplier Number: 86197296  
**Panasonic Fax Products Awarded Top Honor by Independent Test Lab;**  
**Business Equipment Research and Test Laboratories Ltd. Judges Panasonic**  
**Fax Products 'BEST of the BEST'.**  
 Business Wire, p2399  
 May 23, 2002  
 Language: English Record Type: Fulltext  
 Document Type: Newswire; Trade  
 Word Count: 1118

**12/3,AB/100 (Item 3 from file: 16)**  
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09023472 Supplier Number: 78438344  
**Business-To-Business Direct Marketing.**  
 Stone, Bob; Jacobs, Ron  
 Direct Marketing, v64, n4, p41  
 August, 2001  
 Language: English Record Type: Fulltext  
 Document Type: Magazine/Journal; Trade  
 Word Count: 6609

**12/3,AB/101 (Item 4 from file: 16)**  
 DIALOG(R)File 16:Gale Group PROMT(R)  
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08656699 Supplier Number: 74932768

**AVON UNVEILS ITS BECOMING RETAIL BRAND. (Sears, Roebuck and Co., J.C. Penney Co.) (Company Profile) (Statistical Data Included)**

Klepacki, Laura

WWD, p5

April 27, 2001

Language: English Record Type: Fulltext

Article Type: Company Profile; Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 2335

**12/3,AB/102 (Item 5 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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08652642 Supplier Number: 74827694

**Relevancy: CONSUMER. (responses to retail industry consumer survey) (Statistical Data Included)**

Chain Store Age. Executive with Shopping Center Age, v77, n5, p3C

May, 2001

Language: English Record Type: Fulltext

Article Type: Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 5876

**12/3,AB/103 (Item 6 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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08402402 Supplier Number: 71360983

**Acrodyne Announces Financial Results for Second and Third Quarters 2000 and Restated Results for 1998, 1999 and First Quarter 2000.**

Business Wire, p0391

March 8, 2001

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 2201

**12/3,AB/104 (Item 7 from file: 16)**

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08293412 Supplier Number: 66168655

**COLORED OPHTHALMIC LENSES: THE SCIENCE BEHIND THE FASHION AND THE FUN.**

Dennis, Raymond P.

Review of Optometry, v137, n9, p10

Sept 15, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Refereed; Professional

Word Count: 2310

**12/3,AB/105 (Item 8 from file: 16)**

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07558834 Supplier Number: 62893341

**Next-Gen PBX Test Series: e-Voice Communication's evoice3000. (Evaluation)**

Gifford, James

Computer Telephony, v8, n6, p154

June, 2000

Language: English Record Type: Fulltext

Article Type: Evaluation

Document Type: Magazine/Journal; Trade

**12/3,AB/106 (Item 9 from file: 16)**  
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07462166 Supplier Number: 62556413  
**2000 HONOMICIL TOP 50.**  
Marketing News, v34, n13, pH1  
June 5, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 23043

**12/3,AB/107 (Item 10 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07063176 Supplier Number: 59552044  
**ADC's Strong First Quarter 2000 Results Exceed Expectations. (Company Financial Information)**  
Cambridge Telecom Report, pNA  
Feb 21, 2000  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 2719

**12/3,AB/108 (Item 11 from file: 16)**  
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07047695 Supplier Number: 57888570  
**Pull Up a Chair and Chat. (Services of Furniture.com Inc.) (Brief Article) (Statistical Data Included)**  
Emerson, Jim  
Direct, v11, n15, pT1  
Nov 15, 1999  
Language: English Record Type: Fulltext  
Article Type: Brief Article; Statistical Data Included  
Document Type: Magazine/Journal; Trade  
Word Count: 620

**12/3,AB/109 (Item 12 from file: 16)**  
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**ADC's Strong First Quarter 2000 Results Exceed Expectations.**  
Business Wire, p1569  
Feb 17, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 2887

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06498581 Supplier Number: 55198358  
**Call Monitoring & Recording.**  
Muraskin, Ellen  
Computer Telephony, v7, n7, p78



July, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 4692

**12/3,AB/111 (Item 14 from file: 16)**  
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06461731 Supplier Number: 55241480  
**Improved forging industry competitiveness through simulation software.**  
Mynors, Diane; Standring, Peter  
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June, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 4400

**12/3,AB/112 (Item 15 from file: 16)**  
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**The NHCN Top 20: A five-year perspective.**  
National Home Center News, v25, n10, p56  
May 24, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 7298

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06349503 Supplier Number: 54666938  
**Third Annual Microsoft CEO Summit: Getting Ahead of the Curve.**  
PR Newswire, p2920  
May 18, 1999  
Language: English Record Type: Fulltext  
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06277042 Supplier Number: 54405447  
**More Expo Excellence.**  
Computer Telephony, v7, n4, p78(1)  
April, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 15697

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**Exciting Times at Southland.**  
Callanan, John  
Convenience Store News, v34, n4, p25(1)

March 22, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 5870

**12/3,AB/116 (Item 19 from file: 16)**  
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**FTC Offers Year 2000 Tips To Consumers & Industry 10/26/98.**  
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Language: English Record Type: Fulltext  
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**12/3,AB/117 (Item 20 from file: 16)**  
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05485144 Supplier Number: 48310963  
**DKNY AIMS TO BE KEY PLAYER**  
Monget, Karyn  
WWD, v175, n36, p13  
Feb 23, 1998  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1491

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**SOFTWARE ADVANCES: TVG OFFERS WORKGROUP TECHNOLOGY SOFTWARE TO REGULATED INDUSTRIES**  
Manufacturing Automation, v6, n5, pN/A  
Feb 1, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1415

**12/3,AB/119 (Item 22 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03725334 Supplier Number: 45281219  
**CONSUMER AWARENESS: AMERITECH USES "THE HUMAN FACTOR" CAMPAIGN TO REINFORCE REPUTATION FOR CUSTOMER-DRIVEN EXCELLENCE; "IF IT DOESN'T WORK FOR PEOPLE, IT DOESN'**  
EDGE, on & about AT&T, pN/A  
Jan 23, 1995  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 667

**12/3,AB/120 (Item 23 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03092644 Supplier Number: 44213873

**Computersave Mark II Design Re-Engineering Gives Users What They Need**

**Most in Uninterruptible Power System (UPS) Protection**

News Release, p1

Nov 4, 1993

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 590

**12/3,AB/121 (Item 24 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

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**10 Infomercial Facts You Need to Know**

ADWEEK Midwest Edition, v34, n10, pS28

March 8, 1993

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 3533

**12/3,AB/122 (Item 1 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

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40579899

**Event Brief of Q3 2005 Applied Micro Circuits Corporation Earnings  
Conference Call - Part 1**

FAIR DISCLOSURE WIRE

January 26, 2005

JOURNAL CODE: WFDW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 4432

CORPORATE PARTICIPANTS . Debbie Hart (phonetic), Applied Micro Circuits Corporation, Director, IR . David Rickey, Applied Micro Circuits Corporation, Chairman, President & CEO . Tom Tullie, Applied Micro Circuits Corporation, COO . Jeffrey Blazeovich, Applied Micro Circuits Corporation, VP, Controller & Interim CFO OVERVIEW AMCC reported 3Q05 net revenues of \$61.1m, essentially flat sequentially. The 3Q05 net loss on GAAP basis was \$81.9m or \$0.27 per share. The 3Q05 pro forma net loss totaled \$4.1m, or a \$0.01 pro forma loss per share. AMCC expects total 4Q05 revenue will grow in the low-single digit range, with blended GMs for the combined business expected to be 60-62%. AMCC expects to be profitable in the March quarter. Q&A Focus: inventory, performance by segment, 440SP, R&D. FINANCIAL DATA A. Key Data From Call 1 . Pro forma GM = 61.1 %. 2. R&D = \$31.4m. 3. SG&A = \$15.9m. 4. Total pro forma operating expenses = \$47.3m. 5. Net interest & other income = \$4.8m. 6. Pro forma tax rate = 22%. 7. Cash & short term investments = \$406m at end 3Q. 8. DSOs = 33 days at end 3Q. 9. Net inventories = \$19.8m. 10. Net inventory turns = 4.8. 11. Weighted avg. share count = 307.7m for 3Q05. 12. Cash flow from operations = negative \$9m. 13. Capex = \$17m. PRESENTATION SUMMARY S1. 3Q05 Financial Results (J.B.) 1 . 3Q05 Financial Results: 1 . Revenues: 1 . Net revenues = \$61.1m, essentially flat sequentially. 2. Communications business revenue = \$30.5m, up 6% sequentially. 3. Storage revenue = \$12.9m, up 2.4% sequentially. 4. Embedded products revenues = \$16.8m, up 1 % sequentially. 5. Other revenue = \$800,000, down \$2.2m sequentially. 2. Revenue by Geography: 1 . Sales to North America accounted for 60% of total revenue. 2. Sales to Asia contributed 18%. 3. Sales to Europe contributed 22%. 3. Customer Mix: 1 . Increasing diversity of customer base. 2. Revenues contained only one greater than 10% end customer; Nortel at 11%. 4. Other Major Metrics: 1 . 3Q pro forma net loss = \$4.1m, or a \$0.01 pro forma loss per share. 2. Pro forma GM = 61.1 %, consistent with last quarter. 3. R&D = \$31.4m, down \$300,000 sequentially. 4. SG&A = \$15.9m, up \$600,000 sequentially. 5. Total pro forma operating expenses = \$47.3m, vs. \$47m in 2Q05. 6. Drivers: higher R&D project costs, higher legal and professional services. 7. Partially offset by lower payroll costs

associated with workforce reduction. 8. Co. expects total pro forma operating expenses to drop into \$41-42m range in 4Q05 as co. recognizes full quarter benefit of workforce reduction. 9. Net interest & other income = \$4.8m, up approx. \$300,000 sequentially. 10. Co. expects future interest income of approx. \$3-3.5m per quarter. 5. Tax Rate: 1. Pro forma tax rate = 22%. 2. Co. expects this to be its pro forma tax rate for foreseeable future. 3. Co. presently has greater than \$500m of net operating loss carry-forwards. 4. Overall GAAP effective tax rate is extremely low. 6. Balance Sheet: 1. Inventory Metrics: 1. Cash & short term investments = \$406m at end 3Q, down \$5m sequentially. 2. DSOs = 33 days at end 3Q, vs. 41 days in prior quarter. 3. Decrease due to improved shipment linearity during the quarter. 4. Net inventories = \$19.8m, up \$1m. 5. Net inventory turns = 4.8, consistent with goal of 5. 2. Share Repurchases: 1. AMCC has stock repurchase program authorized by Board. 2. No open market repurchases during 3Q05 under this program. 3. Co. entered into 20 agreements totaling \$50m which could result in return of cash, repurchase of common stock, or combination of the two. 4. Depends on the closing price of co. common stock on settlement date of agreement. 5. During 3Q05 nine of these agreements were settled. 6. One of these resulted in the repurchase and retirement of 823,000 shares of common stock at a purchase price of \$3.04 per share. 7. Remainder of the 3Q settlements resulted in return of cash totaling \$22.3m. 8. Included a cash gain of \$2.3m. 9. At start of 4Q there were 11 open agreements schedule for settlement during the quarter. 10. Could result in repurchase of up to additional 9.3m shares, return of up to \$31.8m of additional cash, or some combination of the two. 11. Weighted avg. share count = 307.7m for 3Q05. 12. Assume shares outstanding to remain approx. flat for modeling purposes. 13. Co. estimates 305-310m weighted avg. shares outstanding for March quarter depending on settlement of agreements. 3. Cash & Capex: 1. Cash flow from operations = negative \$9m. 2. Capex = \$17m. 3. Primarily consisted of purchase of 150,000 square foot building in Sunnyvale, CA. 4. Acquisition of certain assets in France related to PowerPC transaction. 7. GAAP Reconciliation: 1. Items: 1. Pro forma financials exclude certain items required by GAAP: 2. Amortization or impairment of purchased intangibles. 3. Amortization of stock-based compensation. 4. Restructuring charges. 5. Timing and magnitude of such items can be difficult to predict. 2. GAAP Loss: 1. Net loss on GAAP basis was \$81.9m or \$0.27 per share. 2. Stock-based compensation = \$2m. 3. Amortization of purchased intangibles = \$7.9m. 4. Restructuring costs associated with workforce reduction = \$8.1m. 5. Purchased intangible asset impairments = \$27.3m. 6. GAAP results also include charge for \$28.9m for settlement of litigation associated with shareholder lawsuit. 3. GAAP Outlook: 1. Co. expects stock-based compensation to total \$1.6m in 4Q05. 2. Amortization of purchased intangibles estimated to be \$6.8m in 4Q05. S2. Recent Corporate News (D.R.) 1. Settlement: 1. Co. signed a memorandum of understanding in connection with the Federal Class Action suit on Friday. 2. Total settlement amount is \$60m. 1. Co. expects insurers to pay approx \$31m. 2. Co. recorded a charge of \$28.9m in 3Q05. 3. Court approval for settlement will be sought in current quarter. 4. Co. and defendants report they did nothing wrong. 5. AMCC reports that putting this four year-old litigation behind it removed uncertainty and distraction. 2. Board Addition: 1. David Wright has joined Board of Directors. 2. Wright is the EVP, Office of the CEO, Strategic Alliances and Global Accounts for EMC. 3. More than 30 years of expertise and long history of success within enterprise computing software and storage industry. 3. Mgt. Changes: 1. Steve Smith retired from co. effective 12/31/04. 2. Jeff Blazeovich appointed as acting CFO. 1. Blazeovich initially joined AMCC in 1999 as Assistant Controller. 2. Since 4/03 Blazeovich has acted as Controller and has been in charge of managing accounting and finance operations. 3. Strong finance background; will hold CFO position until a permanent CFO is named. 3. Board is working with executive search firm to identify candidates for CFO position and a CEO successor. 4. Board is currently down to a short list of candidates for CEO position. 5. Expect CEO successor to be named before a new CFO is selected. S3. 3Q05 Operational Details (T.F.) 1. Highlights: 1. Revenue = \$61.1m, consistent with co. expectations. 1. Communications, Storage and Embedded Products revenues all grew. 2. Offset the long-anticipated decline in legacy business or Other. 3. Growth achieved despite challenging market

conditions. 2. Bookings increased by \$12m dollars QoverQ. 3. Overall book to bill was just above 1 : 1. 2. Inventory & Turns: 1. 90 days backlog of \$36.9m as of 12/31/04, essentially flat with 2Q05. 2. Storage board business is mostly turns based; very little Storage backlog in this number. 3. Overall turns were 52% of revenue, up from 47% last quarter. 4. Turns, delinquencies, cancellations, and reschedules will impact actual results.

3. Communications Business: 1. Inventory: 1. Inventory positions at top tier customers remain mixed. 2. Appear to be product specific. 3. Physical Layer and Transport Products saw an uptick in demand. 4. Co. thinks this may indicate end of cycle of excess inventory. 5. Results were mixed. 6. Slowdown in continued deployment of DSLAM platforms. 2. MSPP & MSTP: 1. Increased deployment by customers providing MSPP and MSTP solutions to market. 2. Many of these platforms utilize a number of AMCC products to perform a variety of functions. 1. Includes point of processing, forward error correction, performance monitoring and physical layer connectivity. 3. AMCC has begun to ramp revenue in the MSPP market on **design** wins won more than a year ago using NP 3400 family of network processors for Gigabit Ethernet aggregation services. 4. Saw pre-production revenue for the NP 3700 for use in RPR, or resilient packet ring applications. 3. MISSION: 1. Market is now driving demand for convergence of services. 2. Co. reports customers are looking to the features, flexibility, and portability of software offered by NP 3700 and MISSION solution to provide PDM, pseudo-wire (phonetic) and data services on these traditional transport boxes. 3. Co. reports that MISSION and MISSION Access solutions continued to win customer confidence. 4. Existing customers continued to proliferate MISSION and MISSION Access. 5. AMCC expanded wins with existing customers. 6. Continues to achieve new MISSION **design** wins in Tier 1 market leading platforms. 4. Network Processors: 1. Pursuing new market opportunities for family of network processors. 2. Cable operators are looking to compete with the telcos. 3. OEMs are looking to provide solutions that offer Gigabit Ethernet and 10 Gigabit Ethernet services to these MSO customers. 4. Several cable head-end equipment suppliers will be utilizing AMCC's NP 3400 and NP 3700 products in their newest designs. 5. AMCC was awarded both Best of Show and Best Telecom Product for MISSION solution at recent Network Systems **Design** Conference. 6. AMCC's PRS switch fabrics have been selected as finalist for EDN Innovation Awards in Communications Networking ICs category. 4. Storage Business: 1. Portfolio: 1. Storage portfolio addresses fiber channel and ATA rate applications. 2. Enables co. to address enterprise, vertical and emergent SMB market. 2. SATA Products: 1. SATA RAID business continues to expand. 2. More than 80% of RAID revenues now generated from higher-priced SATA products. 3. AMCC leads the market for high-performance SATA RAID controllers. 4. Recognized by leading independent online **review** site. 5. 9500 **product** was frontrunner in competitive benchmarks. 6. StorSwitch (phonetic) architecture cited as more efficient than the competitive solutions. 7. 9500 product line continues to drive SATA adoption with ongoing performance and feature enhancements. 3. StorSave: 1. In October, co. delivered StorSave battery backup module. 2. StorSave works in conjunction with disk drive cache to ensure optimum performance during power loss. 3. Data is protected for up to 72 hours without compromising performance of ongoing operations or rebuilds. 4. Makes the 9500 the 'only' controller to eliminate trade-off between data security and performance. 4. Growth by Geography: 1. Growth in the US. 2. Strong growth in Europe. 3. SATA adoption is beginning to take hold outside of North America. 5. Fibre Channel: 1. Fibre Channel business continues to be driven primarily by Sun, HDS and channel customers. 2. Co. continues to support these customers. 3. Decided to discontinue further development of 1 - and 2-gig Solaris-based HBAs. 4. Co. will focus efforts on 4-gig fiber channel opportunities where market leadership is not yet determined. 5. AMCC has the IP to establish a defensible competitive advantage. 5. Embedded Products Business: 1. Revenue: 1. Revenue = \$16.8m in 3Q05. 2. Most of this was derived from Communications market. 1. Areas such as wireless access points, edge routers and switching applications. 2. 440SP: 1. Synergies between Embedded and Storage groups are becoming evident. 2. Co. is now in production with the 440SP; industry's first embedded processor with integrated PC IX 2.0 interfaces. 3. Marks the first storage embedded product that AMCC has taken into production. 4. 440SP is now

beginning to ramp. 3. 440SPe: 1. AMCC has also achieved the first silicon milestone with the 440SPe. 2. Industry's first embedded processor to offer multiple PCI Express interfaces. 3. 440SPe is now sampling to early customers. 4. First product developed and introduced since co. acquired the rights to the 440 series from IBM. 4. Market Demand: 1. Both the 440SP and the 440SPe are targeted at the fast-growing RAID storage processing market. 2. Continued demand for serial interfaces and large number of drives is fueling demand for SP and SPe solutions in RAID market. 3. Combination of embedded processor and SATA RAID technologies make AMCC uniquely positioned to capitalize on this opportunity. 4. Products developed around higher performance 440 core are beginning their ramp to revenue. 5. Now make up nearly 14% of overall Embedded Product revenue. 5. PowerPC Integration: 1. In 3Q05 co. completed the integration of the PowerPC team. 2. Hired a highly skilled team of design engineers and processor experts. 1. Previously doing PowerPC product development work for AMCC in France under transitional services agreement with IBM. 3. Converted all customers over to order fulfillment directly from AMCC. 4. PowerPC business has been fully integrated into AMCC. S4. Outlook (T.F.) 1. Workforce Reduction: 1. AMCC is on track with workforce reduction announced in November. 2. Expects to meet original goal of reducing operating expenses by \$6-8m per quarter. 3. Co. should achieve \$5-6m reduction in the March quarter. 4. Expects to achieve the full benefit of restructuring in the June quarter. 2. 4Q05 Pro Forma Outlook: 1. Total revenue is expected to grow in the low-single digit range for the March quarter. 2. Blended GMs for the combined business expected to be in the 60-62% range. 1. Assumes a product mix somewhat equivalent to 3Q05. 3. AMCC expects to be profitable in the March quarter. 3. Summary: 1. Solid traction in the three businesses. 2. Acquisitions are fully integrated. 3. AMCC reports it has sized the co. for profitability. 4. Ramp of newer products. 5. Industry's forecasted inventory improvements. 6. End markets return to growth. 7. AMCC believes calendar year 2005 will be a year of sustained growth in revenue and profitability. QUESTION AND ANSWER SUMMARY Q1. (Harsh Kumar, Morgan Keegan) Can we get some better clarity on the inventory situation? I know you describe it as just mix. But how would sum it up overall? Is it mostly worked through, or do you think there's still some left?

A. (Tom Tullie) I think that, if you remember my comments from last quarter, I said that it was somewhat spotty for us. There were certain customers we believed were over-inventoried and certain customers who were okay. That, combined with some over-inventory in the Asia channel was making some issues. If you look at where we are 90 days later, several of our channel checks, several of those customers who did have some inventory concerns have cleared that inventory out and are buying again. So I think it's still somewhat spotty, definitely better than it was a quarter ago. If you look even inside of the Asia situation, instead of all of the customers having issues, I think it's much more selective to one or two, or one or two product areas. So overall, I would say that a lot has been done in the last 90 days to work through some of those problems. There probably are still some spot issues here and there, but I'm pretty confident that those will probably clear up over the next 90 days or so. Q2. (Harsh Kumar, Morgan Keegan) Can you talk a little bit about ASPs, how those fared QtoQ?

12/3,AB/123 (Item 2 from file: 20)  
 DIALOG(R)File 20:Dialog Global Reporter  
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#### Quality improvements

Patrick Gearing

BUSINESS DAY (SOUTH AFRICA), p005

November 11, 2004

JOURNAL CODE: FBUD LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 872

Quality improvements According to the inaugural Initial Quality Study made public by JD Power & Associates this week and further research by

Synovate, the quality of SA cars is steadily improving, writes PATRICK GEARING FOLLOWING the release of a **product quality survey** from Synovate, JD Power & Associates has made public its inaugural 2004 SA Initial Quality Study (IQS) this week in which Honda ranks the highest.

The inaugural study is a **customer** -driven measure of **problems** experienced during the first three to seven months of ownership based on evaluations by SA's motorists. The study looks at 315 types of quality problem across nine categories including ride, handling and braking, features and controls, seats, sound system, heating, ventilation and cooling (HVAC), vehicle exterior, vehicle interior, transmission, and engine. All problems are summarised as the number of problems reported a 100 vehicles (PP100) with lower scores indicating a lower rate of problem incidence and therefore better quality.

12/3,AB/124 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
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34947206

**Avocent Corporation to Announce Acquisition of OSA Technologies - Part 1**  
**FAIR DISCLOSURE WIRE**

March 29, 2004

JOURNAL CODE: WFDW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 4666

OPERATOR: Good day everyone and welcome to this Avocent Corporation conference call. Today's call is being recorded. At this time for opening remarks I would like to turn the conference over to the Senior Vice President of Legal and Corporate Affairs, Mr. Sam Seracino. Please go ahead, sir. SAM SERACINO, SVP LEGAL AND CORPORATE AFFAIRS, AVOCENT CORPORATION: Thank you. Good morning, everyone. I want to remind all participants that this call will contain forward-looking statements. These include statements regarding future business prospects and economic conditions in general, statements regarding the closing and the acquisition of OSA Technologies and the integration of the Avocent and the OSA operations, technologies, and businesses, statements relating to Avocent's sales, including our revenue estimates for the year, our earnings per share and net income expectations.

Our operating and gross margins, our product and distribution plans, our international operations and expansion, our OEM and other customers, our future acquisitions, our future general and administrative expenses, our future research and development expenses, and our future sales and marketing expenses. Statements regarding the engineering and **design** activities of the combined companies, the development and introduction of new products and technologies by the combined companies, and the size, growth, and leadership of the potential markets for these products and technologies in the future.

12/3,AB/125 (Item 4 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.

27813190

**Eureka Secs Plc - FRN Variable Rate Fix**

**BW20030227002185 20030228T070056Z UTC**

CNF

February 28, 2003

JOURNAL CODE: WRNS LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 30282

( BW) (EUREKA-SECS-PLC) (95PP) FRN Variable Rate Fix  
Business Editors UK REGULATORY NEWS

12/3,AB/126 (Item 5 from file: 20)

25558992

**Trends**

Ashish Gupta, Shailesh Dobhal, Sanjoy Narayan, Moinak Mitra, Subhajit Banerjee, Venkatesha Babu, Roshni Jaykar, Suveen K. Sinhaa, Dipayan Baishya, R. Sukuma  
BUSINESS TODAY (INDIA), p14

October 27, 2002

JOURNAL CODE: WBTI LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 7021

LEADER-I

The 8 Per Cent Solution

**12/3,AB/127 (Item 6 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2005 The Dialog Corp. All rts. reserv.

23040608

**FSA UNVEILS PLANS TO REFORM REGULATION OF WITH-PROFITS FUNDS**

HERMES-GOVERNMENT PRESS RELEASES

May 28, 2002

JOURNAL CODE: WHER LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 4564

) FINANCIAL SERVICES AUTHORITY FSA/PN/058/2002 28 May 2002

FSA UNVEILS PLANS TO REFORM REGULATION OF WITH-PROFITS FUNDS

**12/3,AB/128 (Item 7 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2005 The Dialog Corp. All rts. reserv.

10049929

**BetaSphere: Xircom speeds product development with real-time customer feedback from BetaSphere; Evaluators from around the world assess usability and performance of RealPort2 Integrated PC Card**

M2 PRESSWIRE

March 14, 2000

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 535

MAR 14, 2000, M2 Communications - PALO ALTO, CALIFORNIA -- BetaSphere, the leading provider of web-based customer feedback software and services, today announced the successful completion of a beta test program for Xircom, Inc.'s (Nasdaq: XIRC) Real Port2 Integrated PC Card. Seventy evaluators from around the world provided feedback during the six-week program.

"Previously, we had managed our beta programs in-house," said Patrick Parker, Vice President of Engineering for Xircom. "BetaSphere presented us with an alternative to validating how our PC Cards perform in a wide variety of real world configurations, as well as how users perceive the usability of new form factors. The immediacy and detail of the feedback we received enabled us to validate our marketing and technical objectives in a very short period of time, further supporting our speed-based manufacturing model. The results speak for themselves, and we'll be working with BetaSphere on future programs."

**12/3,AB/129 (Item 8 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

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05365049



# Third Annual Microsoft CEO Summit: Getting Ahead of the Curve

PR NEWSWIRE

May 18, 1999

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1123

Influential CEOs From Around the World Discuss the Power of Technology In Transforming Business and Gaining Competitive Advantage Who: More than 100 CEOs from the world's top Global 1000 companies, together with key Microsoft Corp. (Nasdaq: MSFT) executives What: The CEO Summit is a business- and technology-gearred event developed specifically for CEO-level business leaders. It provides a forum for participants to explore high-level, top-of-mind business issues: creating long-term business value, improving competitiveness, quickly adapting to change both internally and externally, and addressing technological innovations and how they can help businesses "get ahead of the curve." Microsoft Chairman and CEO William H. Gates III will keynote on Wednesday, May 19, at approximately 8:35 a.m. PDT. Members of the press will not have direct access to the event, but Gates' keynote will be broadcast in the press room. No audio or video recording of the speech will be permitted. Gates' keynote will be taped by event organizers and portions will be put into b-roll for broadcast press. Following Gates' speech, from 12:35 to 1:30 p.m., there will be a press briefing and Q&A session with Gates; Jeff Raikes, vice president, Sales and Support; and several CEO attendees. Broadcast and audio recording equipment as well as still photographers will be permitted for the press briefing only. An audio mult-box will be provided on site. Flash photography will be allowed during the first minute of the press briefing. The following are presentations and discussion sessions from the event: Keynote Presentation: Knowledge Workers Without Limits Speaker: William H. Gates III, Chairman and CEO, Microsoft Bill Gates will discuss the rapid change of business in the digital economy and how corporations must enable digital information flow and empower knowledge workers to think and move quickly to meet competitive challenges, improve customer satisfaction and get ahead of the curve. Seeing the Future: The Digital Nervous System Meets the Web Lifestyle Speaker: Craig Mundie, Senior Vice President, Consumer Strategy, Microsoft More and more consumers are beginning to live a "Web Lifestyle," a fact made evident by changes in last holiday's shopping patterns, URLs appearing on every television commercial and Internet companies encroaching on traditional market-holders' turf. Emerging technologies such as broadband Internet, next-generation PCs, intelligent appliances and smart objects, all connected by networks in the home, will do even more to change the way consumers find and do business with most corporations. Mundie and a few of Microsoft's developers of these next-generation technologies will help companies whose goods or services ultimately touch the consumer see and think about the changes that will occur in everything from advertising and distribution to after-the-sale customer support in this new environment. Integrating Strategy and IT A leading consultant and professor at the London Business School will apply his acumen to the most immediate demand of the IT revolution -- confronting the promise and the threat of the Internet. A leading proponent of concepts such as strategic intent, core competence, corporate imagination, strategic architecture and industry foresight, he has helped fundamentally change the focus and content of strategy in many of the world's most successful companies. Discussion Sessions Panel Discussion: Winning With Operational Innovation The CEOs of three global giants known for innovative thinking on business operations will discuss their experiences around the role IT has had and the impact the Internet will have in mastering complex logistics, integrating their supply chains, managing inventory, designing new products and radically improving their manufacturing operations. Panel Discussion: On the Cutting Edge of E-Commerce The very nature of commerce is changing as companies harness new technologies to build closer ties with their salespeople, suppliers, business partners, and most important of all, directly with customers. In this session, pioneers of the e-commerce revolution will discuss the tremendous opportunities, challenges, and potential for transforming business with the value chain linkages and direct marketing, sales and support made possible through Internet technologies. Panel Discussion: Valuation and Investing in the Digital Era

The Internet is changing the stock market in ways that amaze even the smartest investors. Company valuations fluctuate as information about companies, only some of it accurate, ricochets through investor chat rooms. Internet stocks are priced at mind-boggling p/e multiples. Individual investor patterns are changing as online trading moves to center stage. And analysts are taking a closer look at how technology trends will affect the prospects of companies in a wide variety of industries. This session will explore these trends and their implications for CEOs. Audience Discussion: Turning Information Into Knowledge This session will address another important characteristic of today's high performance company -- the ability to collect and distribute information rapidly and efficiently everywhere it is needed. It can also be described as the ability to turn information into knowledge, knowledge that can be used to solve **problems**, respond to **customer** needs, and capture a competitive advantage. In an interactive discussion with the audience, we will discuss how companies have been successful in transforming the day-to-day flood of data into a useful body of knowledge, including such areas as business planning and analysis, **product design** and **feedback**, project and people tracking, education and training. Optional Thursday Session: Inside Microsoft Like every company that seeks a sustainable position of leadership in an intensely competitive environment, Microsoft invests considerable energy in enhancing its management fundamentals. This session will explore such subjects as attracting, retaining and motivating the best people; reducing complexity; growing market value; building trust; generating ideas and making discoveries; using IT to solve business **problems** and improve **customer** satisfaction; investing in R&D to produce marketable products; speeding those products to market; and integrating acquisitions. When: Wednesday, May 19, through Thursday, May 20, 1999 Where: Microsoft Corp., Redmond, Wash. Building 12, press room in the Orcas meeting room Broadcast Press Feed Coordinates 2:30 -- 2:45 p.m. EASTERN (Bill Gates) Telstar 6 Transponder 11 (C-Band) Telstar 5 Transponder 25 (KU-Band) 5:30 -- 6 p.m. EASTERN (Bill Gates and press briefing) Telstar 6 Transponder 11 (C-Band) Telstar 5 Transponder 25 (KU-Band) 7:30 -- 7:45 p.m. EASTERN (Re-feed) Telstar 6 Transponder 11 (C-Band) GE 3 Transponder 19 (KU-Band)

Press credentials must be shown at registration outside the Orcas room, building 12, before access will be granted.

12/3,AB/130 (Item 9 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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03198191

**DIVISION: Division announces unique parallel rendering support for Silicon Graphics RealityMonster**  
M2 PRESSWIRE  
October 22, 1998  
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 617

Division has just released a new version of its world leading dV/MockUp software with specialized support for the Silicon Graphics Onyx2 visualization supercomputer running in RealityMonster mode. This new release (version 6.0) takes optimal advantage of a multi-pipeline Onyx2 configuration, by splitting the rendering load between different graphics pipelines, to dramatically increase rendering performance.

This new software is designed to support low latency rendering of very large mechanical databases, that contain 10 - 80,000,000 polygons, at 10 - 30 Hz. The parallel rendering technique splits the graphics load between 4-8 graphics pipelines, by sub-dividing the screen into a number of sub-regions which are then each rendered concurrently. Using this technique dV/MockUp can sustain performance of over 32M polygons/second, with very low latency. This approach is ideally suited to applications that require high frame rate presentation of very large data sets.

12/3,AB/131 (Item 10 from file: 20)

02228439

**The Customer Service Process**

BUSINESS LINE

July 16, 1998

JOURNAL CODE: FBLN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 3468

CUSTOMER service is gaining new prominence since it may provide the most important, if not the only sustainable, marketing edge in the digital economy. In an era of short product cycles and rapid technological evolution/obsolescence, it is increasingly difficult for companies to maintain an edge based solely on product **design**. Many computer companies, for example, have abandoned proprietary hardware technology in favor of industry-standard platforms. The playing field has leveled so that companies must look for new ways to create distinctive value. Customers have more choice than ever before and are demanding better service. If better service is not forthcoming, customers will readily switch to firms that are able and willing to provide it. One of the key questions that should be asked is "Is customer service an obligation or an opportunity?"

If it is viewed as an obligation, customer service is an expense that companies want to minimize. Little attention will be given to taking advantage of contact with customers to sell more products and services. As a cost-driven exercise, customer service is not measured by customer satisfaction or contribution to sales. Those of us who have waited at length on the **telephone** for a response from computer hardware or software suppliers don't believe that we receive good customer service. If customer service is recognized as an opportunity to distinguish your company, to generate add-on sales, to gather market data, and to increase customer satisfaction, cost is not the primary issue. Good customer service becomes the glue that bonds your customers to your company.

12/3,AB/132 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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16707562 SUPPLIER NUMBER: 112811749 (USE FORMAT 7 OR 9 FOR FULL TEXT  
)

**SoC targets development of inkjet fax gear for SoHo apps -- AGERE'S SOC FOR THERMAL AND INKJET FAX APPLICATIONS PERFORMS THE FUNCTIONS OF AS MANY AS 8 COMPONENTS -- eeProductCenter's Murray Slovick assesses the chip. (REVIEW OF THE WEEK) (Agere Systems PI-301) (Hardware Review ) (Product /Service Evaluation)**

Electronic Engineering Times, 69

Feb 2, 2004

DOCUMENT TYPE: Product/Service Evaluation ISSN: 0192-1541

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 504 LINE COUNT: 00043

12/3,AB/133 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

16072376 SUPPLIER NUMBER: 102836173 (USE FORMAT 7 OR 9 FOR FULL TEXT  
)

**Marketing authorities speak up: which ideas will work for you?**

Keefe, Linda

National Public Accountant, 15(10)

June, 2003

ISSN: 0027-9978 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 7429 LINE COUNT: 00584

12/3,AB/134 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

15602447 SUPPLIER NUMBER: 97892561 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Manage your customers' perception of quality.**

Crosby, Leon B.; DeVito, Raffaele; Pearson, J. Michael

Review of Business, 24, 1, 18(7)

Wntr, 2003

ISSN: 0034-6454

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 4975

LINE COUNT: 00538

12/3,AB/135 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

14578148 SUPPLIER NUMBER: 86197296 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Panasonic Fax Products Awarded Top Honor by Independent Test Lab;**

**Business Equipment Research and Test Laboratories Ltd. Judges Panasonic**

**Fax Products 'BEST of the BEST'.**

Business Wire, 2399

May 23, 2002

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1118

LINE COUNT: 00098

12/3,AB/136 (Item 5 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13858803 SUPPLIER NUMBER: 78438344 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Business-To-Business Direct Marketing.**

Stone, Bob; Jacobs, Ron

Direct Marketing, 64, 4, 41

August, 2001

ISSN: 0012-3188

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 6610

LINE COUNT: 00648

12/3,AB/137 (Item 6 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13455960 SUPPLIER NUMBER: 74932768 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**AVON UNVEILS ITS BECOMING RETAIL BRAND. (Sears, Roebuck and Co., J.C. Penney**

**Co.) (Company Profile) (Statistical Data Included)**

Klepacki, Laura

WWD, 5

April 27, 2001

DOCUMENT TYPE: Company Profile Statistical Data Included

ISSN:

0149-5380

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 2335

LINE COUNT: 00183

12/3,AB/138 (Item 7 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13451174 SUPPLIER NUMBER: 74827694 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Relevancy: CONSUMER. (responses to retail industry consumer survey) (Statistical Data Included)**

Chain Store Age Executive with Shopping Center Age, 77, 5, 3C

May, 2001

DOCUMENT TYPE: Statistical Data Included

ISSN: 0193-1199

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 5876

LINE COUNT: 00681

12/3,AB/139 (Item 8 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13400127 SUPPLIER NUMBER: 71969771 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Towards a Process Model of Corporate Greening.**  
Winn, Monika I.; Angell, Linda C.  
Organization Studies, 21, 6, 1119  
Nov, 2000  
ISSN: 0170-8406 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 12396 LINE COUNT: 01225

12/3,AB/140 (Item 9 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13241006 SUPPLIER NUMBER: 71838422 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**How to Implement a Customer Satisfaction Program.**  
Naumann, Earl; Jackson Jr., Donald W.; Rosenbaum, Mark S.  
Business Horizons, 44, 1, 37  
Jan, 2001  
ISSN: 0007-6813 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 6047 LINE COUNT: 00521

12/3,AB/141 (Item 10 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13183508 SUPPLIER NUMBER: 71360983 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Acrodyne Announces Financial Results for Second and Third Quarters 2000 and Restated Results for 1998, 1999 and First Quarter 2000.**  
Business Wire, 0391  
March 8, 2001  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2200 LINE COUNT: 00345

12/3,AB/142 (Item 11 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13021165 SUPPLIER NUMBER: 66168655 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**COLORED OPHTHALMIC LENSES: THE SCIENCE BEHIND THE FASHION AND THE FUN.**  
Dennis, Raymond P.  
Review of Optometry, 137, 9, 10  
Sept 15, 2000  
ISSN: 0147-7633 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2310 LINE COUNT: 00186

12/3,AB/143 (Item 12 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

12148559 SUPPLIER NUMBER: 61834537 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Hospital Customer Service in a Changing Healthcare World: Does It Matter?**  
Howard, Julie  
Journal of Healthcare Management, 44, 4, 312  
July, 1999  
ISSN: 1096-9012 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 5842 LINE COUNT: 00509

12/3,AB/144 (Item 13 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

12122967 SUPPLIER NUMBER: 59608140 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Dispelling the myths and exploiting the opportunities. (importance of  
correctly understanding electronic commerce)**  
Corboy, Martin  
Management Accounting (British), 77, 11, 38  
Dec, 1999  
ISSN: 0025-1682 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 4567 LINE COUNT: 00397

12/3,AB/145 (Item 14 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

11811144 SUPPLIER NUMBER: 59552044 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**ADC's Strong First Quarter 2000 Results Exceed Expectations. (Company  
Financial Information)**  
Cambridge Telecom Report, NA  
Feb 21, 2000  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2674 LINE COUNT: 00285

12/3,AB/146 (Item 15 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

11808703 SUPPLIER NUMBER: 59539778 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**ADC's Strong First Quarter 2000 Results Exceed Expectations.**  
Business Wire, 1569  
Feb 17, 2000  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2747 LINE COUNT: 00297

12/3,AB/147 (Item 16 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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11787125 SUPPLIER NUMBER: 58530838 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**IT-INTENSIVE VALUE INNOVATION IN THE ELECTRONIC ECONOMY: INSIGHTS FROM  
MARSHALL INDUSTRIES ( 1 ).**  
ElSawy, Omar A.; Malhotra, Arvind; Gosain, Sanjay; Young, Kerry M.  
MIS Quarterly, 23, 3, 305  
Sept, 1999  
ISSN: 0276-7783 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 14188 LINE COUNT: 01249

12/3,AB/148 (Item 17 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

11781642 SUPPLIER NUMBER: 58381522 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Specifications--Do We Really Understand What They Mean?**  
Nellore, Rajesh; Soderquist, Klas; Siddall, Gary; Motwani, Jaideep  
Business Horizons, 42, 6, 63  
Nov, 1999  
ISSN: 0007-6813 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 4077 LINE COUNT: 00366

12/3,AB/149 (Item 18 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

11771516 SUPPLIER NUMBER: 57888570 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Pull Up a Chair and Chat.**

Emerson, Jim  
Direct, 11, 15, T1  
Nov 15, 1999

ISSN: 1046-4174 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 656 LINE COUNT: 00056

**12/3,AB/150 (Item 19 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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11580199 SUPPLIER NUMBER: 20449151 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Redesigning the customer support process for the electronic economy:  
insights from Storage Dimensions.**

El Sawy, Omar A.; Bowles, Gene  
MIS Quarterly, v21, n4, p457(27)  
Dec, 1997

ISSN: 0276-7783 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 11903 LINE COUNT: 00989

ABSTRACT: Storage Dimensions' on-line customer support system has enabled the company to accommodate its growing consumer base and increasing product lines. The company's customer support system called the TechConnect features a dynamic feedback mechanism that stores and creates information gathered from customer-technical staff interaction and a Bubble-Up solution technology that allows it to learn via customer interaction. The TechConnect can be accessed by customers through e-mail or the Internet.

**12/3,AB/151 (Item 20 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

11579675 SUPPLIER NUMBER: 20031051 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The wireless Internet: good to go. (wireless communications  
networks) (Internet Edge)**

harney, John  
Telephony, v233, n14, pS18(4)  
Oct 6, 1997

ISSN: 0040-2656 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2981 LINE COUNT: 00249

ABSTRACT: An increasing number of consumers are turning to wireless communications systems as alternatives to traditional wireline communication. However, the mobile communications industry is beset by problems such as reliability, higher costs, and coverage limitations. A few companies such as RAM Mobile offers Internet access and e-mail services through wireless systems. The firm provides Go America middleware through wireless modems and laptop computers and connects mobile employees to their company intranets.

**12/3,AB/152 (Item 21 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

11241163 SUPPLIER NUMBER: 55241480 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Improved forging industry competitiveness through simulation software.**

Mynors, Diane; Standring, Peter  
Metallurgia, 66, 6, FT4  
June, 1999

ISSN: 0141-8602 LANGUAGE: English RECORD TYPE: Fulltext

**12/3,AB/153 (Item 22 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

11050353 SUPPLIER NUMBER: 54666938 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Third Annual Microsoft CEO Summit: Getting Ahead of the Curve.**

PR Newswire, 2920

May 18, 1999

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1101 LINE COUNT: 00107

**12/3,AB/154 (Item 23 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

10966254 SUPPLIER NUMBER: 54146937 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Perceptions of integrated marketing communications among marketers & ad agency executives in New Zealand.**

Eagle, Lynne; Kitchen, Philip; Hyde, Ken; Fourie, Wilna; Padiseti, Mani  
International Journal of Advertising, 18, 1, 89(1)

Feb, 1999

ISSN: 0265-0487 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 8271 LINE COUNT: 00869

ABSTRACT: Integrated Marketing Communication (IMC) is now a fundamental practice when marketing the communications of clients. An important issue facing IMC is the analysis of integrated programs. Public relations is an element of marketing communications that is not as integrated as other marketing activities. One of the limitations of IMC is that promotional tools do not appear to work together.

AUTHOR ABSTRACT: From the early 1990s, marketing literature began to feature a number of articles suggesting that integrated marketing communications (IMC) would have a major impact on advertising as we know it, and on client-advertising agency relationships. A counter-view appeared at that time in the literature suggesting that IMC was nothing more than co-ordinated promotion and that many companies had been doing 'it' for some considerable time. More recent articles have lamented that the concept has not been embraced by marketing communications specialists and that implementation has proven difficult. A common definition of IMC -- and how it differs from traditional advertising, both in philosophy and in implementation -- has not evolved despite considerable academic discussion on the subject. This paper reviews the most comprehensive definitions of IMC and the competing paradigms -- 'new' versus 'nothing new' -- and summarises the results of a recent two-part study that compares the perceptions of clients with those of senior ad agency personnel in New Zealand regarding how and in what ways IMC is developing there.

**12/3,AB/155 (Item 24 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

10693783 SUPPLIER NUMBER: 53392410 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Agile product development: managing development flexibility in uncertain environments.**

Thomke, Stefan; Reinertsen, Donald  
California Management Review, 41, 1, 8(2)

Fall, 1998

ISSN: 0008-1256 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 9881 LINE COUNT: 00815

ABSTRACT: As product complexity and the rate of market change have dramatically increased over the last years, firms find it increasingly



difficult to forecast product requirements in the development processes. This article redefines the problem from one of improving forecasting to one of increasing product development agility and thus reducing the need for accurate long-term forecasts. It introduces the notion of development flexibility, shows how it can be measured, and presents results from a large empirical study on integrated systems development, which found that projects using flexible technologies outperformed projects using inflexible technologies by a factor of 2.2 (in person-months). Finally, the article proposes three major strategies for introducing flexibility into organizations. These strategies can help firms increase their agility and position themselves to succeed in accelerating and more turbulent markets. (Reprinted by permission of the publisher.)

**12/3,AB/156 (Item 25 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10407052 SUPPLIER NUMBER: 21034133 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Persuasive advertising and product differentiation.**  
Fehr, Nils-Hendrik M. von der; Stevin, Kristin  
Southern Economic Journal, v65, n1, p113(14)  
July, 1998  
ISSN: 0038-4038 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 6728 LINE COUNT: 00579

ABSTRACT: The persuasive kind of advertising, as opposed to the informative one, has been found to be more effective when products are generally undifferentiated or have minimal differences such as in the case of cola drinks, cigarettes and detergents. In these products, the marketing strategy depends heavily on effective advertising which persuades consumers to believe that the product being advertised is really different from otherwise identical rival brands.

**12/3,AB/157 (Item 26 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10169516 SUPPLIER NUMBER: 20341333 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**DKNY AIMS TO BE KEY PLAYER.**  
Monget, Karyn  
WWD, v175, n34, p13  
Feb 23, 1998  
ISSN: 0149-5380 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1569 LINE COUNT: 00124

ABSTRACT: Donna Karan International has signed a licensing deal with Wacoal Corp for a line of women's intimate apparel and men's underwear. The deal launches the DKNY label into the competitive innerwear market; DNKY is competing against Calvin Klein Underwear and Ralph Lauren Intimates. Donna Karan plans to merchandize its DNKY innerwear line at upscale department stores such as Neiman Marcus, Nordstrom and Saks Fifth Avenue.

**12/3,AB/158 (Item 27 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10163592 SUPPLIER NUMBER: 20159545 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Quality improvement: benchmarking, document design, and the STC. (Society for Technical Communication)**  
Sheffield, Michael L.  
Technical Communication, v44, n3, p225(10)  
August, 1997  
ISSN: 0049-3155 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 4620 LINE COUNT: 00430

ABSTRACT: The concept of benchmarking as a quality standard in technical communication is evaluated. Benchmarking produces the standards that determine process excellence and the tools that produce the outstanding results.

**12/3,AB/159** (Item 28 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09855436 SUPPLIER NUMBER: 19915584 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Customer service superstars: a look at how nonbank companies use technology to leverage customer information. (Bank Marketing)**  
Rossello, Bill  
ABA Banking Journal, v89, n10, p96(4)  
Oct, 1997  
ISSN: 0194-5947 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2707 LINE COUNT: 00228

ABSTRACT: Banks have turned to technology as a means of increasing their efficiency and improving their customer service, but technology can make it difficult to know customers well enough to enhance customer loyalty. The results of a Coopers & Lybrand cross-industry study of best customer-care practices has revealed that leading customer-care providers use customer service channels to enhance customer satisfaction, improve processes and products, and build long-term relationships.

**12/3,AB/160** (Item 29 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09831770 SUPPLIER NUMBER: 17869203 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Interactive catalogues. (application of CD-ROM technology in distribution operations) (includes related articles) (Managing Distribution Technology: Gaining a Competitive Edge.)**  
Industrial Distribution, v84, n12, pS17(7)  
Dec, 1995  
ISSN: 0019-8153 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 3353 LINE COUNT: 00279

ABSTRACT: The development of the CD-ROM has affected distribution operations in many ways. Efforts are being made to create an industry standard database system designed to provide distributors quick access to products, part numbers and pricing information. CD-ROMs are also being used to facilitate electronic business transactions and provide online access to brochures, catalogues, specification sheets, and other relevant information.

**12/3,AB/161** (Item 30 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09830115 SUPPLIER NUMBER: 17729858 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Closing the loop: 10 ten ways to make sure that your catalog ordering process serves the customer.**  
Schmid, Jack  
Target Marketing, v18, n9, p35(4)  
Sep, 1995  
ISSN: 0889-5333 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1908 LINE COUNT: 00150

ABSTRACT: Ten ways to a more effective mailing of catalogs are presented. Catalogs should be easy to order over the phone. Catalogers should also make sure that precise instructions on how to order are given and inform

their customers of the guarantee they provide. It is also an effective marketing strategy to include customer testimonials on various aspects of customer service.

**12/3,AB/162 (Item 31 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09414986 SUPPLIER NUMBER: 19294304 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Translating values into product wants. (includes appendix)**

Durgee, Jeffrey F.; O'Connor, Gina Colarelli; Veryzer, Robert W.

Journal of Advertising Research, v36, n6, p90(11)

Nov-Dec, 1996

ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3724 LINE COUNT: 00342

ABSTRACT: Marketers usually investigate consumer value systems using one of two approaches. One is to use standard value techniques, such as LOV and the Rokeach Value Inventory. The objective of this approach is to identify the values associated with the products that manufacturers would like to market and advertise. These values are then incorporated into copy development and new-product design. The result is advertising and product designs that all look the same. The second approach to assessing target value systems involves encouraging consumers to describe how they feel about products using such techniques as laddering and motivation research. This methodology also has its weaknesses. A third approach is proposed that entails asking target consumers to discuss their core life values and then to relate these values to selected products.

**12/3,AB/163 (Item 32 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08991373 SUPPLIER NUMBER: 18724631 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Managing complexity through performance measurement. (includes case study)**

Gonsalves, Frank A.J.; Eiler, Robert G.

Management Accounting (USA), v78, n2, p34(6)

August, 1996

ISSN: 0025-1690 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 4416 LINE COUNT: 00377

ABSTRACT: Corporate performance reporting systems usually do not manage the complexity resulting from the growth being experienced by the company. As a result, decisions become exclusively intuitive instead of being based on reliable performance analysis. Given that complexity factors are the greatest driver of cost, accountants would do well to find a way to manage complexity through performance measurement. To measure complexity, accountants should not only examine the results of complexity-driven problems but also look at the root causes and then measure them using precedent measures that are proactive, future-oriented and sensitive to issues such as business development, product/service delivery, information management and organization dynamics. Activity-based costing is a highly recommendable approach in accomplishing this task.

**12/3,AB/164 (Item 33 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08573376 SUPPLIER NUMBER: 18156932 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Measuring customer value: gaining the strategic advantage.**

Butz, Howard E., Jr.; Goodstein, Leonard D.

Organizational Dynamics, v24, n3, p63(15)

Wntr, 1996

ISSN: 0090-2616 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

**ABSTRACT:** Customer value refers to the emotional bond that is created between a customer and a producer after the former has availed of a product or service offered by the latter and discovered it to be able to provide an added value. This emotional connection compels the customer to make repeated purchases and to buy exclusively from the producer, to refer the supplier to other people, and to ignore the offerings of other producers. To establish an emotional bond, the producer should understand the customer, particularly the customer's present needs and how they are being satisfied, and the emerging needs of the customer and how they can be met. The five steps involved in understanding the customer are customer identification, data collection planning, data collection, measurement and implementation.

**12/3,AB/165 (Item 34 from file: 148)**  
 DIALOG(R)File 148:Gale Group Trade & Industry DB  
 (c)2005 The Gale Group. All rts. reserv.

08512831 SUPPLIER NUMBER: 18074146 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Digital commerce: the future of retailing. (includes related article on a partially interactive concept in the United Kingdom)**  
 Margolis, Budd  
 Direct Marketing, v58, n9, p41(6)  
 Jan, 1996  
 ISSN: 0012-3188 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
 WORD COUNT: 5242 LINE COUNT: 00424

**ABSTRACT:** International electronic retailing is currently undergoing major expansion. To keep up with growing demand, many companies have gone global. It has been estimated that around 60 to 70 new home shopping channels will be introduced throughout the world until Jan. 1997. With the launching of the World Wide Web in mid-1993, the popularity of digital commerce received a boost. However, the social 'human' factor in traditional retail is seen to hamper the popularity of shopping on the Internet.

**12/3,AB/166 (Item 35 from file: 148)**  
 DIALOG(R)File 148:Gale Group Trade & Industry DB  
 (c)2005 The Gale Group. All rts. reserv.

08415193 SUPPLIER NUMBER: 17792503 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Metaphors and mental models: sensemaking and sensegiving in innovative and entrepreneurial activities.**  
 Hill Robert C.; Levenhagen, Michael  
 Journal of Management, v21, n6, p1057(18)  
 Nov-Dec, 1995  
 ISSN: 0149-2063 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
 WORD COUNT: 8275 LINE COUNT: 00726

**ABSTRACT:** Entrepreneurship and uncertainty go hand-in-hand. Aside from the fact that starting a new business is in itself an uncertain undertaking, entrepreneurs often operate in a turbulent industry or in a turbulent segment of a stable industry. They cope with instability by forming a 'vision' or a mental model of their environments (sensemaking) and then expressing this vision to others in the environment (sensegiving). A paradigm is presented that explores how mental models are developed and implemented. It is suggested that metaphor development is a crucial component of mental model development. Metaphors serve as a common language and as a basis for organizational communication. They help minimize ambiguity and interpret huge volumes of data.

**12/3,AB/167 (Item 36 from file: 148)**  
 DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08153783 SUPPLIER NUMBER: 17473095 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Fomenting a customer obsession. (Rubbermaid Inc.'s product development strategy) (includes related article)**

Deschamps, Jean-Philippe; Nayak, P. Ranganath  
National Productivity Review, v14, n4, p89(34)  
Autumn, 1995

ISSN: 0277-8556 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 13191 LINE COUNT: 01127

ABSTRACT: Rubbermaid Inc. is famous for its relentless innovation process to continuously develop hundreds of housewares that satisfy a variety of customers' needs and wants. It was adjudged by Fortune magazine as the most-admired company in the US in 1994, while returns on its average shareholder's equity has exceeded 20% since 1983. Rubbermaid's success is attributed to its aggressive product development strategy coupled with an obsession with customer satisfaction.

**12/3,AB/168 (Item 37 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

07670101 SUPPLIER NUMBER: 16514505 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Consumer awareness: Ameritech uses "The Human Factor" campaign to reinforce reputation for customer-driven excellence; "If it doesn't work for people, it doesn't work."**

EDGE, on & about AT&T, v10, n339, p28(1)  
Jan 23, 1995

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 720 LINE COUNT: 00060

**12/3,AB/169 (Item 38 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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07654233 SUPPLIER NUMBER: 16040703 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Ameritech uses "The Human Factor" campaign to reinforce reputation for customer-driven excellence; "If It Doesn't Work For People, It Doesn't Work".**

Business Wire, p01161072  
Jan 16, 1995

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 795 LINE COUNT: 00067

**12/3,AB/170 (Item 39 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

07557260 SUPPLIER NUMBER: 16370196 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Seeking satisfaction: marine customers left wanting. (includes related articles) (Industry Overview)**

Sloane, Jackie  
Boating Industry, v57, n10, p42(5)  
Oct, 1994

DOCUMENT TYPE: Industry Overview ISSN: 0006-5404 LANGUAGE:  
ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 3572 LINE COUNT: 00278

ABSTRACT: A survey conducted by Marine Matrix Inc. shows that owners of larger and expensive boats are generally unsatisfied with their purchases. Complaints were mostly about service, unfulfilled promises of salespeople and high incidence of problems. In general, owners of tournament ski boats displayed the highest level of customer satisfaction. Dealers are advised to improve efforts geared toward customer satisfaction, particularly for

buyers of large boats.

**12/3,AB/171 (Item 40 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

07186514 SUPPLIER NUMBER: 15132648 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Influences. (factors that influence trends in the sporting goods industry) (includes related article)**

Lustigman, Alyssa; Pesky, Greg

Sporting Goods Business, v27, n2, p56(4)

Feb, 1994

ISSN: 0146-0889

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4172 LINE COUNT: 00323

ABSTRACT: It is generally acknowledged that trends in the sporting goods industry are set by a core group of the most successful and influential manufacturers. However, these trendsetters themselves depend on astute analyses of the market before setting on a particular **design** or concept. Factors that greatly influence these decisions are the media, social causes, technology and sports figures. Discussions on how these factors influence the sporting goods industry are presented.

**12/3,AB/172 (Item 41 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

06804023 SUPPLIER NUMBER: 15133464 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Marketing communications renaissance.**

Kitchen, Philip J.

International Journal of Advertising, v12, n4, p367(20)

Fall, 1993

ISSN: 0265-0487

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 9276 LINE COUNT: 00799

ABSTRACT: Marketing communications is that area of marketing tasked with informing and encouraging audiences to purchase certain product or service. Literature pertaining to the evolution of marketing communications were reviewed and its various elements analyzed. It was found that marketing communications has changed significantly together with the market, which has become characterized by intense competition, technological innovations, sophisticated consumers and higher media costs. Fragmentary evidence for the evolution of marketing public relations was also obtained.

**12/3,AB/173 (Item 42 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

06799782 SUPPLIER NUMBER: 14784893 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Mining the Centrex market.**

Briere, Daniel D.

Telephony, v225, n16, p30(5)

Oct 18, 1993

ISSN: 0040-2656

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 3631 LINE COUNT: 00293

ABSTRACT: The goal to make Centrex Corp's products more competitive has led product managers to undertake the improvement of internal operations support systems. The PBXs give the company stiff competition. Sales procedures are being simplified and made cost-effective while price quotation, proposal generation and contract generation systems are being automated. The gravitation toward common platforms among **telephone** companies may, in the future, ensure cooperation even among competing service providers.

12/3,AB/174 (Item 43 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06795175 SUPPLIER NUMBER: 14737521 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Unbundling financial services.**  
White, Michael D.  
Best's Review - Life-Health Insurance Edition, v94, n7, p45(3)  
Nov, 1993  
ISSN: 0005-9706 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2189 LINE COUNT: 00191

ABSTRACT: Technology has made it possible for insurers to customize products to individual needs. Universal life insurance and money market funds were the predecessors of this revolution in financial services. Merrill Lynch's cash management account, begun in the late 1970s, was the first successful money market fund and unbundled product. E.F. Hutton Insurance Group Inc also used the concept of unbundling with universal life insurance, which separated a policy's product and pricing into parts that could be reassembled to meet individual client's needs. Several new unbundled products are described.

12/3,AB/175 (Item 44 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06770282 SUPPLIER NUMBER: 14754013 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The next big info tech battle. (Oracle CEO Larry Ellison helps firm compete to provide electronic access to information) (Company Profile) (Cover Story)**  
Deutschman, Alan  
Fortune, v128, n14, p38(8)  
Nov 29, 1993  
DOCUMENT TYPE: Cover Story ISSN: 0015-8259 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 5124 LINE COUNT: 00408

ABSTRACT: Oracle Systems Corp CEO Larry Ellison is a computer industry billionaire who is leading his firm in efforts to provide users with electronic access to information as part of the firm's Alexandria Project. Currently, the firm generates \$ 1 .6 billion in yearly sales and is the top software provider for corporate databases. The Alexandria Project's focus is to alter the way human knowledge is gathered and stored via computers. Ellison indicates that Oracle wants to develop huge multimedia databases that contain the text and illustrations of books and periodicals, as well TV and film libraries and news reporting. The databases to make the vision into reality will have to be 10,000 to one million times larger than the products Oracle currently offers. However, Ellison contends the databases will be an important destination on the US information highway.

12/3,AB/176 (Item 45 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

06765354 SUPPLIER NUMBER: 14777087 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Consumer research in the development process of a major innovation.**  
Ortt, Roland J.; Schoormans, Jan P.L.  
Journal of the Market Research Society, v35, n4, p375(14)  
Oct, 1993  
ISSN: 0025-3618 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 6518 LINE COUNT: 00529

ABSTRACT: Dutch horticulturists and their use of telematic information

services were the research vehicles in an investigation into the role of consumer research during the product development process. The study looked at the services' market potential with respect to the horticulturists' communication needs as businessmen. It utilized need assessment research and information flow maps from which solutions were derived.

**12/3,AB/177 (Item 46 from file: 148)**  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
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06719436 SUPPLIER NUMBER: 14506053 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Reengineering in action. (production engineering) (Conference Reports)**  
Davis, Tim R.V.  
Planning Review (a publication of the Planning Forum), v21, n4, p49(6)  
July-August, 1993  
ISSN: 0094-064X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 4285 LINE COUNT: 00365

ABSTRACT: The six conditions needed by operations managers and consultants to successfully implement company re-engineering programs are discussed. In addition, case histories detailing the reengineering strategies of four companies are presented. Business process reengineering is a customer-based management system designed to establish potential breakthroughs in interfunctional process performance. The concept is a radical management strategy that aims to reinvent how a particular company undergoes business. A growing number of line managers believe that the reengineering process can provide a better way of improving a firm's competitive advantage. As compared to most quality improvement programs, reengineering has a broader scope and takes a longer time to be implemented.

**12/3,AB/178 (Item 47 from file: 148)**  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
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06518491 SUPPLIER NUMBER: 14462571 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Tracking the evolution of the services marketing literature.**  
Fisk, Raymond P.; Brown, Stephen W.; Bitner, Mary Jo  
Journal of Retailing, v69, n1, p61(43)  
Spring, 1993  
ISSN: 0022-4359 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 16168 LINE COUNT: 01434

ABSTRACT: A study has investigated the development of services marketing literature from 1953 to the 1990s. A survey of more than 1,000 publications has identified three stages. Stage one, 1953-1979, reflects the emergence of services marketing as a separate discipline. Stage two, 1980-1985, involves the development of literature on specific topics. Stage three, from 1986 focuses on problem solving and endorsement of research by major marketing journals.

**12/3,AB/179 (Item 48 from file: 148)**  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
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06405245 SUPPLIER NUMBER: 13600263 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**10 infomercial facts you need to know. (supplement: The Infomercial - Special Sourcebook Issue)**  
Glickman, Jeff  
ADWEEK Eastern Edition, v34, n10, pS28(5)  
March 8, 1993  
ISSN: 0199-2864 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 3249 LINE COUNT: 00249

ABSTRACT: The successful cultivation of infomercial customers requires a



careful analysis of ten factors: the ratio of sales to inquiries; credit card rankings; strategies for increasing inbound sales; the industry average of single-pay versus multi-pay programs; the industry average multi-pay price point; the conversion of multi-pay to single-pay; customer continuity; the value of cross-sell; customer return rates on the sale of additional products; and the effect of retail on the infomercial aftermarket.

**12/3,AB/180 (Item 49 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

06170354 SUPPLIER NUMBER: 12783755 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Information manufacturing: the road to database quality. (electronic publishing)**

Arnold, Stephen E.

Database, v15, n5, p32(7)

Oct, 1992

ISSN: 0162-4105 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4452 LINE COUNT: 00376

ABSTRACT: The 'manufacturing of information' is the bedrock of the electronic publishing industry. The integrity of information manufacturing techniques directly affects the quality and efficacy of a database. The attributes that increasingly define the quality of a database include the price of the data base, the accuracy and presentation of manufactured information, and the trade-offs between these attributes.

**12/3,AB/181 (Item 50 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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04847864 SUPPLIER NUMBER: 09050106 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Oil and Natural gas software for the '90s. (includes related articles on how to select software and results of a fax survey of Independent Petroleum Association of America members) (buyers guide)**

Petroleum Independent, v60, n9, p16(10)

Oct, 1990

DOCUMENT TYPE: buyers guide

ISSN: 0747-2528

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 4245 LINE COUNT: 00340

**12/3,AB/182 (Item 51 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

04599025 SUPPLIER NUMBER: 09045767 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A typology of consumer dissatisfaction response styles. (includes bibliography)**

Singh, Jagdip

Journal of Retailing, v66, n1, p57(43)

Spring, 1990

ISSN: 0022-4359

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 11461 LINE COUNT: 00963

**12/3,AB/183 (Item 52 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

03326490 SUPPLIER NUMBER: 05217168 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**40th annual consumer expenditures study. (includes related articles on sales of products by major category)**

Litwak, David; Fensholt, Carol; Hughes, Bob; Hammel, Frank; Lewis, Len;

West, William K.; Mc Ginty, Tony; Gilbert, Leslie; Coupe, Kevin; Jones, Karen L.; McManus, John  
Supermarket Business, v42, p93(95)  
Sept, 1987

ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 60117 LINE COUNT: 04646

12/3,AB/184 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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02770943 SUPPLIER NUMBER: 112811749 (USE FORMAT 7 OR 9 FOR FULL TEXT )

SoC targets development of inkjet fax gear for SoHo apps -- AGERE'S SOC FOR THERMAL AND INKJET FAX APPLICATIONS PERFORMS THE FUNCTIONS OF AS MANY AS 8 COMPONENTS -- eeProductCenter's Murray Slovick assesses the chip. (REVIEW OF THE WEEK) (Agere Systems PI-301) (Hardware Review ) ( Product /Service Evaluation)

Electronic Engineering Times, 69

Feb 2, 2004

DOCUMENT TYPE: Product/Service Evaluation ISSN: 0192-1541

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 504 LINE COUNT: 00043

12/3,AB/185 (Item 2 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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02373495 SUPPLIER NUMBER: 59552044 (USE FORMAT 7 OR 9 FOR FULL TEXT)

ADC's Strong First Quarter 2000 Results Exceed Expectations. (Company Financial Information)

Cambridge Telecom Report, NA

Feb 21, 2000

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2674 LINE COUNT: 00285

12/3,AB/186 (Item 3 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

02075152 SUPPLIER NUMBER: 19500442 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Turn your PC into a charge card processing center. (Go Software's PC-Charge for Windows, PC-Charge Interface Kit ActiveX and PC-Charge Web Interface Kit data acquisition software) (includes related article on PC-Charge and security) (Software Review) (Evaluation)

Crow, Terrance A.

Databased Web Advisor, v15, n6, p56(3)

June, 1997

DOCUMENT TYPE: Evaluation ISSN: 1090-6436 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1717 LINE COUNT: 00139

ABSTRACT: Go Software's PC-Charge product line offers businesses quick, easy-to-use software that helps process electronic payments with its Authorization and Electronic Draft Capture system. PC-Charge for Windows (PCCW) is the foundation of the offering. It captures the debit card, charge card or check information and submits the information to a Financial Services Network for authorization, returns the result and keeps logs of the transaction. The \$130 PC-Charge Interface Kit ActiveX Version ships with a .VBX control and ActiveX control. The kit includes good sample code for both the 32- and 16 bit versions of Visual Basic, Access and Delphi. The \$ 1 ,995 PC-Charge Web Interface Kit extends PCCW's capabilities to the World Wide Web. the Web connection component is based on CGI, which works with most Web servers. PC-Charge for Windows is priced at \$295 per user

with additional licenses priced at \$75.

**12/3,AB/187 (Item 4 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

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02066989 SUPPLIER NUMBER: 19437254 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Power for your sales force. (QwikQuote Development Corp QwikQuote 4.5)**

**(Software Review) (Evaluation)**

Abel, Amee

Computer Shopper, v17, n6, p413(1)

June, 1997

DOCUMENT TYPE: Evaluation

ISSN: 0886-0556

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1023

LINE COUNT: 00084

**ABSTRACT:** QwikQuote Development Corp's QwikQuote 4.5 is a sales-force automation tool that automates the process of writing a bid, combining and integrating details from a database and adding accounting and graphing capabilities. It offers links to several major contact managers and imports data from such popular databases as Microsoft FoxPro and Access and dBase 3 and 4. The interface is utilitarian but comfortable once mastered, and the Product and Detail views work closely together to keep both salespeople and customers apprised of new information about products. Databases are imported via the Product view; the Detail view can integrate elaborate graphics into an on-screen product list. Assembling a quote or invoice involves scrolling through the product list and selecting items that match the customer's needs. QwikQuote can password-protect cost information. The new version has a more flexible quote-**design** process than previous versions.

**12/3,AB/188 (Item 5 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

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01966123 SUPPLIER NUMBER: 18547976

**Pitango Clickworks: multimedia authoring for designers. (Pitango Inc's**

**Clickworks) (includes related articles on the history of Scitex Inc,**

**system requirements for Clickworks) (Software Review) (Evaluation)**

Eliezer, Caren

Seybold Report on Desktop Publishing, v10, n12, p9(9)

August 12, 1996

DOCUMENT TYPE: Evaluation

ISSN: 0889-9762

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 6515

LINE COUNT: 00506

**12/3,AB/189 (Item 6 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

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01908308 SUPPLIER NUMBER: 18061140 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**PowerCurve a fast clone, but needs better support. (Power Computing's**

**PowerCurve 601/120 PowerPC-based system) (Hardware Review) (Evaluation)**

Norr, Henry

MacWEEK, v10, n9, p29(3)

March 4, 1996

DOCUMENT TYPE: Evaluation

ISSN: 0892-8118

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1233

LINE COUNT: 00102

**ABSTRACT:** Power Computing's PowerCurve 601/120 entry-level PowerPC-based system provides users with a solidly engineered system, but whether the company can provide customers with sufficient support remains questionable. The system's performance and features prove that Power Computing can create

excellent Mac OS-compatible hardware. While these abilities would normally rank the system above Apple's comparable offerings, the company's troubled sales and customer support departments lower its overall standing. The company is aware of these difficulties and is adding additional support staff. PowerCurve pricing ranges from \$3,022 to \$3,256. Custom configurations begin at \$ 1 ,849.

12/3,AB/190 (Item 7 from file: 275)

DIALOG(R) File 275:Gale Group Computer DB(TM)

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01742683 SUPPLIER NUMBER: 16514505 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Consumer awareness: Ameritech uses "The Human Factor" campaign to reinforce reputation for customer-driven excellence; "If it doesn't work for people, it doesn't work."

EDGE, on & about AT&T, v10, n339, p28(1)

Jan 23, 1995

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 658 LINE COUNT: 00059

12/3,AB/191 (Item 8 from file: 275)

DIALOG(R) File 275:Gale Group Computer DB(TM)

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01680138 SUPPLIER NUMBER: 15304344 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Corporate publishers at Documation focus on information management.

(Graphic Communications Association's technical documentation and corporate publishing conference) (Product Announcement)

Houghton, Karen; Walter, Mark

Seybold Report on Publishing Systems, v23, n14, p11(8)

April 4, 1994

DOCUMENT TYPE: Product Announcement ISSN: 0736-7260 LANGUAGE:

ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 6379 LINE COUNT: 00509

12/3,AB/192 (Item 9 from file: 275)

DIALOG(R) File 275:Gale Group Computer DB(TM)

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01587564 SUPPLIER NUMBER: 13476574 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Imposition product reviews. (Software Review ) (Xtend Impress 1 .0;  
Ultimate Technographics Mac Impostrip 2. 1 ; DK&A Imposition 1 .0;  
Island Graphics Island Imposition Publisher; ScenicSoft Inc. Preps; Aldus Corp. Presswise;; Corder Associates Printer's Spreads; Linotype-Hell Signastation) (includes related articles on user experiences, conclusions, feature chart)

Joss, Molly W.

Seybold Report on Desktop Publishing, v7, n7, p13(16)

March 1, 1993

ISSN: 0889-9762 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 8654 LINE COUNT: 00662

12/3,AB/193 (Item 1 from file: 610)

DIALOG(R) File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00719790 20020523143B3546

Panasonic Fax Products Awarded Top Honor by Independent Test Lab;  
Business Equipment Research and Test Laboratories Ltd. Judges Panasonic Fax Products 'BEST of the BEST'

Business Wire

Thursday, May 23, 2002 14:00 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,063

12/3,AB/194 (Item 2 from file: 610)

DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00197332 20000217048B2885

**ADC's Strong First Quarter 2000 Results Exceed Expectations**

Business Wire

Thursday, February 17, 2000 16:05 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 2,872

12/3,AB/195 (Item 1 from file: 613)

DIALOG(R)File 613:PR Newswire

(c) 2005 PR Newswire Association Inc. All rts. reserv.

00111621 19990518SFTU099

**Third Annual Microsoft CEO Summit: Getting Ahead of the Curve**

PR Newswire

Tuesday, May 18, 1999 15:05 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,126

12/3,AB/196 (Item 1 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2005 The Gale Group. All rts. reserv.

03183218 Supplier Number: 86197296

**Panasonic Fax Products Awarded Top Honor by Independent Test Lab;**

**Business Equipment Research and Test Laboratories Ltd. Judges Panasonic**

**Fax Products 'BEST of the BEST'.**

Business Wire, p2399

May 23, 2002

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1118

12/3,AB/197 (Item 2 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2005 The Gale Group. All rts. reserv.

02828514 Supplier Number: 71360983

**Acrodyne Announces Financial Results for Second and Third Quarters 2000 and  
Restated Results for 1998, 1999 and First Quarter 2000.**

Business Wire, p0391

March 8, 2001

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 2201

12/3,AB/198 (Item 3 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2005 The Gale Group. All rts. reserv.

02415147 Supplier Number: 59539778

**ADC's Strong First Quarter 2000 Results Exceed Expectations.**

Business Wire, p1569

Feb 17, 2000

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 2887

**12/3,AB/199 (Item 4 from file: 621)**  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2005 The Gale Group. All rts. reserv.

01877977 Supplier Number: 54666938  
**Third Annual Microsoft CEO Summit: Getting Ahead of the Curve.**  
PR Newswire, p2920  
May 18, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1110

**12/3,AB/200 (Item 5 from file: 621)**  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
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01236171 Supplier Number: 44213873  
**Computersave Mark II Design Re-Engineering Gives Users What They Need**  
**Most in Uninterruptible Power System (UPS) Protection**  
News Release, p1  
Nov 4, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 590

**12/3,AB/201 (Item 1 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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04575225 Supplier Number: 59552044  
**ADC's Strong First Quarter 2000 Results Exceed Expectations. (Company**  
**Financial Information)**  
Cambridge Telecom Report, pNA  
Feb 21, 2000  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 2719

**12/3,AB/202 (Item 2 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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04177357 Supplier Number: 54684062  
**MICROSOFT: Third Annual Microsoft CEO Summit -- getting ahead of the curve.**  
M2 Presswire, pNA  
May 19, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1072

**12/3,AB/203 (Item 3 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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04004370 Supplier Number: 53160837  
**FTC Offers Year 2000 Tips To Consumers & Industry 10/26/98.**  
Newsbytes PM, pNA  
Oct 26, 1998

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1226

**12/3,AB/204 (Item 4 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03996922 Supplier Number: 53126882  
**-DIVISION: Division announces unique parallel rendering support for Silicon Graphics RealityMonster.**  
M2 Presswire, pNA  
Oct 22, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 681

**12/3,AB/205 (Item 5 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03442305 Supplier Number: 47091024  
**SOFTWARE ADVANCES: TVG OFFERS WORKGROUP TECHNOLOGY SOFTWARE TO REGULATED INDUSTRIES**  
Manufacturing Automation, v6, n5, pN/A  
Feb 1, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1415

**12/3,AB/206 (Item 6 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2005 The Gale Group. All rts. reserv.

02610110 Supplier Number: 45281220  
**CONSUMER AWARENESS: AMERITECH USES "THE HUMAN FACTOR" CAMPAIGN TO REINFORCE REPUTATION FOR CUSTOMER-DRIVEN EXCELLENCE; "IF IT DOESN'T WORK FOR PEOPLE, IT DOESN'T WORK"**  
EDGE, on & about AT&T, v10, n339, pN/A  
Jan 23, 1995  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 671

**12/3,AB/207 (Item 7 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2005 The Gale Group. All rts. reserv.

01940793 Supplier Number: 43421677  
**Perspective**  
Screen Digest, pN/A  
Nov, 1992  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 718

**12/3,AB/208 (Item 1 from file: 810)**  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0456603 BW1072

AMERITECH: Ameritech uses "The Human Factor" campaign to reinforce reputation for customer-driven excellence; "If It Doesn't Work For People, It Doesn't Work"

January 16, 1995

Byline: Business Editors  
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